JUNE 15, 1953

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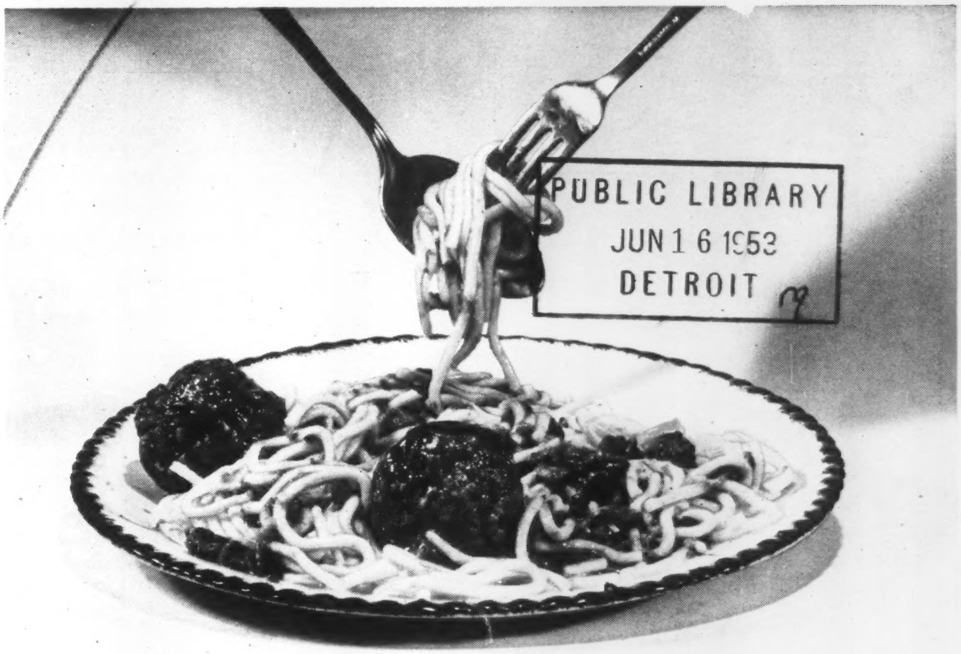
NEWSWEEKLY
RADIO AND TV



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JUN 16 1953
DETROIT

Like meatballs go with spaghetti

That's how *profitable advertising* goes with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

XUM

WLS

personalities build

LISTENER LOYALTY

WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

DR. JOHN HOLLAND

In 1933 Dr. John Holland was assigned by Bishop Ernest Waldorf to be pastor of WLS . . . the first ordained minister to be so assigned as a full time staff pastor of a radio station.

For 20 years since, Dr. Holland has served all WLS listeners, regardless of race or creed, in that capacity—as conductor of the Sunday "Little Brown Church," the noontime "Message of Inspiration" and the daily "Evening Vespers."

As only one indication of his acceptance, the Illinois Federation of Women's Clubs wrote just last month . . . "In the classification of religion on radio, we find that the 'Little Brown Church' stands highest in our estimation. Here, our members enjoy the fine talks by Dr. John Holland, with their wealth of inspiration and philosophy for every day living."

We are proud to include this service as one of many WLS offers . . . services which have built and maintained for the station listener loyalty unequalled in Broadcasting. Advertisers readily recognize the value of this listener loyalty in creating a like acceptance of their advertising messages.

**LISTENER LOYALTY
PREDICATES
ADVERTISING RESULTS**

WLS

**The
PRAIRIE
FARMER
STATION**

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

IS

CLEVELAND

You can't cover it --without it!

Represented by Headley-Reed Company

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

TWO
YEARS
ACHIEVING
OUR
AIM . . .

PUBLIC SERVICE AND COVERAGE

WLEV-TV

Bethlehem · Allentown
Easton

Two years ago, WLEV-TV knew what it wanted, set out to get it. It wanted to serve the people of Pennsylvania's rich Lehigh Valley and give advertisers one medium for reaching all of its people. Two years of experimental television testing have established WLEV-TV's signal and assured coverage to reach the homes—the people—in this large market—a big sales prospect for you. WLEV-TV offers a steady profit potential for your product. To reach all the people in this rich market—that spend $1,037,542,000 annually in retail sales—buy WLEV-TV. Write for information today.

Represented by
MEEKER TV *Incorporated*

NEW YORK
CHICAGO
LOS ANGELES
SAN FRANCISCO

A Steinman Station

NBC
TV-AFFILIATE

closed circuit®

WILL NBC return to unintegrated operation—completely separating radio from TV? Portents of that seen in current activity, with all signs pointing to decentralization. NBC was first to separate its operations, but re-united them last year. Decision expected to await return of President Frank White from Europe this week.

★ ★ ★

NEW PLAN for NBC radio is being prepared at high executive level calling for more money to be pumped into programming to heighten listenership and induce more advertisers into network radio. Plan expected to be formally announced and instituted in about four months. Temporary NBC-radio affiliates group, headed by Bob Swezey, WDSU New Orleans, shortly will ask for top level meeting paralleling TV affiliates session last month with Chairman David Sarnoff.

★ ★ ★

NEGOTIATIONS for purchase of KABC San Antonio by Storer Broadcasting Co. for about $700,000 completed last week by George B. Storer Sr. and Sid Richardson, Texas oilman and broadcaster, and Gene Cagle, present owners. Transaction, subject to usual FCC approval, gives Storer Co. AM adjunct for KEYL (TV), managed by George B. Storer Jr. KABC, ABC and Texas State outlet, operates on 680 kc with 50 kw day, 10 kw night. KEYL (TV) is CBS-TV affiliate. Storer has sought AM companion for KEYL (TV) for some time, plans to sell one of its seven AM outlets.

★ ★ ★

NEGOTIATIONS whereby WALA-AM-TV Mobile was to have been sold for $2 million are off, reports W. O. Pape, owner, who avers he has taken properties off market. Agreement previously had been reached looking toward sale to Texas State Network group headed by Sid Richardson, oil man, Gene Cagle and Charles Jordon [see AT DEADLINE, June 1].

★ ★ ★

WHAT is regarded as "last fling" in behalf of Charles Garland, general manager of KOOL Phoenix, for remaining vacancy on FCC to be created with retirement on June 30 of Comr. Paul A. Walker, reportedly is in making. Arizona's new Republican Senator, Barry Goldwater, is marshalling Garland forces. For past few weeks situation has been regarded as "wide open."

★ ★ ★

DARKEST of dark horses in running for upcoming FCC vacancy is Julius N. Cahn, counsel for Senate Foreign Relations Committee and stalwart in Young Republicans of New York. He reportedly has Dewey organization support, along with backing of Republican members of committee, headed by Senator Wiley of Wisconsin. In his early 30's, he has been ardent worker in campaign against crime, has spearheaded radio-TV programming in field. He is 1942 *magna cum laude* CCNY graduate.

★ ★ ★

MORE SIGNS are emerging on jockeying for position in patent field, into which RCA's drive for compatible color appears to be spearhead. RCA now has 252 licensees for its overall patent structure with cross-licensing agreement expiring December 31, 1954. Bearing on situation is request of General Electric Co. to have Federal Court in Delaware interpret portions of agreement relating to patent rights (story page 74).

★ ★ ★

ONE of most significant moves on broadcasting of Capitol Hill proceedings is occurring in House. House Rules Committee action in naming three-man subcommitte to study means of assuring "fair play" for witnesses before congressional hearings is sure to encompass radio-TV. Broadcasters have noted that new rules of procedure first must be improved by committees thereby taking onus from broadcasting (particularly TV) for bizarre proceedings.

★ ★ ★

THERE'S speculation that Sun Oil Co. may name Kenyon & Eckhardt, N. Y., as its agency. Hewitt, Ogilvy, Benson & Mather, N. Y., is currently handling account. In past few weeks, such personnel as Anderson F. Hewitt, former board chairman, and Clinton Wheeler, former radio-TV director, have joined K & E.

★ ★ ★

POINTING UP need for specialist to help clear TV station lists for clients, Lennen & Newell, N. Y., planning to add station relations executive. James Mahoney, of ABC-TV station relations, will move into new post about June 23, as agency's station relations director. His first assignment will be Old Gold cigarettes account (Herb Shriner and Fred Allen shows).

★ ★ ★

NOW THAT hearings are set for July 1-2-3 by Senate Foreign Relations subcommittee on ratification of NARBA treaty, revival of clear channel issue is expected. Clear channel stations oppose NARBA on ground that Mexico is not party and it's therefore meaningless. High FCC source avers that if treaty is defeated, Commission will find it necessary to determine whether to occupy spectrum by licensing more stations or by giving clear channels power beyond present 50,000 watt limit to assure maximum use of facilities.

★ ★ ★

UNDER CONSIDERATION by Illinois State Boxing Commission is proposal by wine company to pay participating boxers $12,500 each for studio bouts to be telecast over at least 40 stations. Cost estimated at $50,000 for time and expenses for 40 stations plus fee to boxers, making total of $75,000.

★ ★ ★

LIST of names mentioned for NARTB engineering department vacancy now includes, besides A. Prose Walker, FCC Conelrad eastern zone supervisor, two other FCC officials — Ernest C. Thelemann, Conelrad central zone supervisor, and Cyril M. Braum, chief of Television Facilities Division. Fourth candidate discussed in industry circles is Jack R. Poppele, ex-WOR radio pioneer and consultant.

IN THIS ISSUE

LEAD STORY

New Blair study shows radio is stronger at night than daytime. CBS Radio's John Karol says radio has staged astonishing "comeback" since gloomy days two years ago. *Page 31.*

ADVERTISERS & AGENCIES

Anticipating the sneezing season, makers of cold remedies are lining up air campaigns. Most favor early morning radio. *Page 32.*

FILM

Unity TV buys 80 feature films—a $1 million package. *Page 33.*

Maurice Mitchell elected president of Encyclopaedia Britannica Films. *Page 34.*

FACTS & FIGURES

Radio-TV research experts criticize new *Life* report on accumulative audiences. *Page 40.*

GOVERNMENT

Senatorial group aims to push NARBA ratification this session. Treaty has been awaiting Senate action since February, 1951. *Page 52.*

STATIONS

Outlets in tornado-stricken areas perform heroically in disaster relief. *Page 60.*

Eight new TV stations go on air. *Page 66.*

MANUFACTURING

As warm-up for its imminent filing for FCC approval of compatible color, RCA schedules demonstration next week to members of Senate Interstate & Foreign Commerce Committee. *Page 76.*

PERSONNEL RELATIONS

AFTRA pulls members out of two TV shows in clash with AFM over jurisdiction. *Page 78.*

FEATURES

How to live with an AM network affiliation and like it. *Page 81.*

Television south of the border: A status report on Mexican TV. *Page 82.*

Kraft TV Theatre: a television epic. *Page 88.*

UPCOMING

June 14-17: Advertising Federation of America Annual Convention, Hotel Statler, Cleveland.

June 15-18: RTMA Convention, Palmer House, Chicago.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 21-25: Advertising Assn. of West, Fairmont and Mark Hopkins Hotels, San Francisco.

June-July: BAB and BMI sales and program conferences; see special list page 125.

(For other Upcomings, see page 125)

Any Advertiser

CAN

and most advertisers

SHOULD

use

SPOT RADIO

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK
CHICAGO
LOS ANGELES
DETROIT
ST. LOUIS
SAN FRANCISCO
DALLAS

The Myth of "100% DISTRIBUTION"

Spot radio has thrived and prospered by exploding the myth of 100% distribution. Frankly, we've never heard of a product that had it (and we venture that you haven't either).

Point is, any soap or cigarette or cola drink can enjoy degrees of distribution ranging from "intensive" to "poor". And that is where Spot Radio enjoys a great advantage. Spot can be put to work in any major market in such a way that its intensity will line up exactly with sales potential.

Want to take a fresh look at matching sales and advertising dollars—in any of these top-rank markets—on these top-flight stations?

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WFAA*	Dallas Ft. Worth	NBC ABC
KOA	Denver	NBC
KSO	Des Moines	ABC
KARM	Fresno	ABC
KPRC*	Houston	NBC
KARK	Little Rock	NBC
KECA	Los Angeles	ABC
KSTP	Minneapolis St. Paul	NBC
WSM	Nashville	NBC
WABC	New York	ABC
WTAR	Norfolk	NBC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WRNL	Richmond	ABC
WOAI*	San Antonio	NBC
KGO	San Francisco	ABC
KOMO	Seattle	NBC
KMA	Shenandoah	ABC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

*Also represented as key stations of the

TEXAS QUALITY NETWORK

'SAVANNAH SPEAKS'
the Weekly Radio Civic Forum
OF THE SAVANNAH AREA
6-6:30 PM
SUNDAY
OVER WSAV
Presented in the Public Interest
by
Savannah's Oldest Public Servant
The SAVANNAH GAS C
WSAV

The Station That Serves Best,

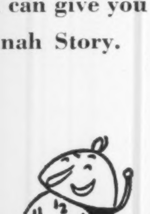
SELLS BEST

For years WSAV has given greater Savannah its most important civic sounding board, the weekly public forum broadcast "Savannah Speaks". On it every subject which might conceivably contribute to the progress of the region, every condition which might need study and correction, is given a thorough going over by the leading citizens of the community.

For an equally long time, WSAV has been the only Savannah station which gathers and reports local and regional news on a regular basis . . . the only Savannah station which provides complete farm news coverage, including market news and information gathered and reported at the local level.

These are just a few examples of WSAV's broadcast philosophy that the station that serves best sells best. They help explain how WSAV has become the unifying force behind one of America's fastest expanding regions.

Any Blair Man can give you the full Savannah Story.



It's 630 in Savannah WSAV

630 kc.
5,000 watts
Full Time

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:
HARRY E. CUMMINGS

at deadline

Priaulx Resigns as ABC Vice President and Treasurer

C. NICHOLAS PRIAULX resigning as vice president and treasurer of ABC, effective June 24. Resignation accepted Friday by President Robert E. Kintner and AB-PT President Leonard Goldenson "with extreme regret" after he "gently but firmly declined" proffered renewal of contract.

He entered broadcasting in April 1941 as treasurer of WMCA N. Y., then owned by Edward J. Noble, and moved to ABC when network was purchased by Mr. Noble in 1943. He has been active in ABC affairs, worked closely on financial arrangements in connection with merger of ABC and United Paramount Theatres early this year. He plans short vacation in South, followed by extended visit to his Channel Islands birthplace, off Europe.

CBS-TV Film Sales Adds Three Executives

ADDITION of three account executives to CBS-Television Film Sales staff announced Friday by Wilbur S. Edwards, general sales manager, CBS-TV Film Sales. New staffers are John F. Howell, formerly director of sales for Paramount Television Productions Inc., who has been assigned to New York; John B. Burns, previously ABC account executive in Chicago, who will remain in that city, and Mack Ward, ABC account executive in Chicago, who has been shifted to Atlanta. Mr. Edwards also announced appointment of William Perkinson, CBS-TV Film Sales account executive in Chicago, as supervisor of office in that city.

NBC Signs KOMU (TV)

SIGNING of U. of Missouri's KOMU (TV) as NBC affiliate announced Friday by Harry Bannister, network's station relations vice president, and university President Frederick A. Middlebush. Mr. Bannister said NBC regards KOMU affiliation "as a most important step in linking its programming with one of the nation's great educational institutions" and expressed belief that "KOMU and the university will be an important contributor to NBC's educational and cultural planning." KOMU, assigned Ch. 8, is expected to start operation by Sept. 1. George J. Kapel is station manager; Dr. Edward C. Lambert is university's director of TV development.

Disney to Enter TV

WALT DISNEY Productions, Hollywood, will enter TV film production "before too long," expanding operations. Company President Roy O. Disney said firm enters TV as "way to further exploit . . . motion picture product [and] . . . earn revenue." Firm has no present intention of selling any of its inventory to TV, Mr. Disney, in report to stockholders, stressed.

DuMont Ships Transmitters

THREE 5 kw DuMont vhf transmitters loaded on trucks Friday by Allen B. DuMont Labs. and started toward KMMT (TV) Austin, Minn., Ch. 6; WMAZ-TV Macon, Ga., Ch. 13, and KIVA (TV) Yuma, Ariz.

WHAM-TV CEREMONY

ROCHESTER, N. Y., area provided record-breaking number of blood donors during nine-hour blood-recruiting program that marked fourth anniversary of WHAM-TV. Selected group of 200 donors gave blood in WHAM auditorium and were interviewed before cameras. Bob and Ray team from NBC took part in fete along with Sampson Air Force band and drill team. Actual hospital transfusion was telecast, along with films of Rochester seaman giving blood on USS Rochester berthed in San Francisco. Seven network programs paid tribute to WHAM-TV during day. Vice President-General Manager William Fay presented citations to Red Cross officials and said June 11, WHAM-TV's anniversary, "is now established as Red Cross Day in Rochester." Mr. Fay and Robert C. Tait, president of Stromberg-Carlson Co., were among blood donors during day.

McCarthy Would Make Broadcasters Keep Records

BILL introduced late last week by Sen. Joseph R. McCarthy (R-Wis.) to require radio and TV stations to make and keep recordings of all broadcasts has stirred Washington speculation. Senator not available for comment.

Committee and other associates of Sen. McCarthy refused comment or pleaded ignorance of legislation. According to measure (S-2125), referred to Senate Interstate & Foreign Commerce Committee, FCC would make rules and regulations requiring stations "to keep records of programs, transmissions of energy, communications or signals as it [FCC] may deem desirable . . . to make and keep recordings or verbatim records of all communications transmitted."

Some sources sought to tie in bill with Sen. McCarthy's staff probing of FCC files.

Legislation would amend Sec. 303(j) of Communications Act. Sen. McCarthy expected back in Capital today (Mon.). FCC now does not require recordings or verbatim records of broadcast schedule. Legislation proposed would go further than wartime when records were kept specified periods of time for spot checking with some recordings required of foreign language broadcasts. Also there was some monitoring for security reasons. Industry then was self-regulatory.

Musicians Cross Picket Line At KSTP-AM-TV St. Paul

AFM MUSICIANS reported returning to work at KSTP-AM-TV St. Paul Friday despite continued picketing by Radio Broadcast Technicians Union (AFL-IBEW). St. Paul Labor Trades and Central Labor Union of Minneapolis had both rejected AFM plea to remove KSTP from unfair list, taking action Thursday.

IBEW picketing started April 5, 1950. In NLRB election last Feb. 17, only 10 of 35 voting technicians voted for IBEW representation.

• BUSINESS BRIEFLY

CIO CAMPAIGN ON ABC • CIO's new million-dollar radio-TV campaign goes ABC with target date Labor Day. Commentator not yet selected for news show on 130 stations on ABC radio to run 6:15-6:30 p.m. Eastern and Pacific time and 5:45-6 p.m. Central and Mountain time. TV show expected to start late September, once per month with tentative time Thursday, 10-10:30 p.m. Eastern time on full network.

HALF HOUR ON ALBUM • ABC-TV has sold half-hour segment of its new *Album* series to Duffy-Mott (fruit and fruit juices). Vehicle is "Jaimie," Monday, 7:30-8 p.m., to begin next fall under 52-week contract through Young & Rubicam. Star is Brandon DeWild.

CHAINBREAK DRIVE • Pharma-Craft Inc., N. Y. (Ting), through McCann-Erickson, N. Y., preparing chainbreak spot announcement campaign in six radio markets starting this month for 13 to 26 weeks.

TWO-WEEK TIDE CAMPAIGN • Procter & Gamble for its Tide, placing two-week radio campaign using nighttime spots in number of markets with end-of-fiscal-year budget. Agency: Benton & Bowles, N. Y.

BROWNE BUYS RADIO • E. T. Browne Drug Co., N. Y. (Palmer's skin soap, ointment and bleach cream), preparing spot announcement radio campaign to start in September in more than a dozen Negro markets. Agency: Herschel Deutsch, N. Y.

REYNOLDS BUYS TOPPER • R. J. Reynolds Tobacco Co. (Camel cigarettes) will sponsor television version of Thorne Smith's *Topper* this fall. Series will be co-produced on film by John W. Loveton and Bernard L. Schubert. Network and time have not yet been decided upon. Agency is William Esty & Co., N. Y. Camel's had dropped its share of *Your Show of Shows* and obviously this budget will be placed in *Topper* film series.

GOLDBERGS FOR RCA VICTOR • RCA Victor Div. to sponsor *The Goldbergs* on NBC-TV (Fri., 8-8:30 p.m. EDT) as summer replacement for Dennis Day show, starting July 3. Agency for RCA Victor: J. Walter Thompson Co., N. Y.

NESTLE'S PLANNING • Nestle's Cookie Mix (semi-sweet) through Cecil & Presbrey, N. Y., currently analyzing possibility of summer spot radio campaign. Details will be worked out by next week.

Ziv Seeks Shubert Shows

OFFICIALS of Ziv Television Programs Inc. reported negotiating with Shuberts, theatrical producers, for rights to produce one-hour TV film versions of Shuberts' broadway successes of past, which include such hits as *Blossomtime, Student Prince, Hellzapoppin, Ziegfeld Follies, Life Begins at 40, Dark of the Moon*, and Al Jolson's broadway shows.

We have pretty nice figures down here in San Antonio, too

According to the Sales Management Survey of Total Retail Sales in 1952 . . . we, here in San Antonio, keep pretty respectable company.

Louisville, Ky.	$528,884,000
Fort Worth, Texas	528,233,000
San Diego, Cal.	520,565,000
Miami, Fla.	517,372,000
SAN ANTONIO, TEXAS . . .	**509,183,000**
Rochester, N. Y.	504,922,000
St. Paul, Minn.	476,946,000
Toledo, Ohio	456,625,000
Birmingham, Ala.	453,908,000
Dayton, Ohio	433,298,000

$509,183,000 in Retail Sales, in the San Antonio market for 1952 . . . 35th in the entire United States. Be sure you get the dominant share of this half-a-billion dollar market on San Antonio's No. 1 Television Station . . . KEYL.

In New York, call Tom Harker, National Sales Manager, 118 E. 57th Street . . . or in Chicago, call Bob Wood, 230 North Michigan Avenue.

National Representatives—
Katz Agency

San Antonio's
KEYL
A STORER STATION
ABC · CBS · DUMONT - Channel 5

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at deadline

Two More Initial Decisions; Other FCC Actions

FCC's policy revision to speed TV hearing cases and application processing brought two more initial decisions Friday recommending grants at Sacramento, Calif., on uhf Ch. 46 and at Lebanon, Pa., on uhf Ch. 15. For earlier TV grants, see story page 52.

Examiner Thomas H. Donohue issued initial decision dismissing bid of Jack O. Gross and recommending grant of Ch. 46 to John Poole Bcstg. Co. Poole owns KBIG Avalon, Calif., and is permittee for uhf Ch. 22 KPIK (TV) Los Angeles.

Examiner Benito Gaguine in initial decision proposed grant of Ch. 15 at Lebanon, Pa., to Lebanon TV Corp., following dismissal of competitive bid of Steitz Newspapers Inc. Steitz acquires option for one-third interest in proposed grantee, controlled by principals in WLBR Lebanon.

In radio action, Examiner Hugh B. Hutchison issued initial decision recommending grant of new AM station at Atlantic City on 1490 kc with 250 w fulltime to Press-Union Pub. Co. Competitors Atlantic City Bcstg. Co. and Garden State Bcstg. Co. for same assignment were found financially unqualified. Bid of WDAS Philadelphia to switch from 250 w on 1400 kc to 1 kw on 1480 kc was found not desirable from engineering standpoint.

Three new TV applications filed:

Cincinnati, Ohio—Gordon Bcstg. Co. seeks uhf Ch. 74, ERP 165 kw visual and 83 kw aural, antenna height above average terrain 610 ft. Sherwood R. Gordon and wife are owners. Mr. Gordon has bought WSAI there for $200,000 from Storer Bcstg. Co. Gordons are principals in TV Corp. of Greater Miami, seeking uhf Ch. 33 at Miami, Fla.

Houston, Tex.—Houston TV Co. seeks vhf Ch. 13, ERP 316 kw visual and 229 kw aural, antenna height above average terrain 1,043 ft. Estimated construction cost $1.2 million. 15 equal stockholders, all local businessmen, headed by Lloyd J. Gregory, 1946-1951 vice president-general manager Houston Post (KPRC-TV).

Evanston, Ill.—Northwestern TV Bcstg. Corp. seeks uhf Ch. 32, ERP 24.25 kw visual and 13.06 kw aural, antenna height above average terrain 167 ft. Co-owners: Angus D. Pfaff, one-third owner WNMP Evanston, and Howard S. Martin, scientific glassware manufacturer.

Elkins, W. Va.—Elkins TV Assn. requests experimental station on vhf Ch. 13 to study propagation effects in hilly area, would rebroadcast WDTV (TV) Pittsburgh.

TV application dismissals:

Honolulu, Hawaii—Territorial Telecasters drops application for vhf Ch. 13. None other pends.

Akron, Ohio—Allen T. Simmons (WADC), unable to find suitable site, drops application for uhf Ch. 61. Matta Enterprises left clear, is in hearing status.

Quincy, Ill.—Lee Bcstg. Co. (WTAD) dismissed application for vhf Ch. 10, leaving unopposed bid of Quincy Bcstg. Co. (WGEM). Lee has bought nearby KHQA-TV Hannibal, Mo., grantee for vhf. Ch. 7.

CBS-TV asked FCC for permission to relay programs to CMTV (TV) Havana, Cuba, for period Aug. 1, 1953-Feb. 1, 1954.

Color Next Year—Kaar

PUBLIC "may be well advised to look for color television next year," I. J. Kaar, engineering manager, General Electric Co. electronics division, asserted Thursday, at formal opening of GE's new tube warehouse in Chicago.

UNION DISPUTE FLARES

BATTLE between AFTRA and AFM over musicians who double as singer-m. c. on TV programs broke out again when AFM ordered Spade Cooley, m. c., musical director and performer on KTLA (TV) Los Angeles, to resign from performers union (early story page 78). Lawrence Welk, musical director-m. c., told by AFM he is not to join AFTRA. Mr. Cooley belongs to four unions and uses 12 or more AFTRA members on weekly *Spade Cooley Show*. About third of Mr. Welk's group doubles in brass.

Viewers Will Pay for Top Shows, Woodbury Reports

VIEWERS in four cities—Los Angeles, San Francisco, Salt Lake City and Ames, Iowa—would rather pay $1 to watch world series baseball, championship boxing or first-rate movies at home than at movie theatres, according to June Tele-Census survey by Woodbury College, Los Angeles. Study covered 3,000 set owners and is ninth in series. Like Purdue [B•T, May 25], Woodbury has Zenith consultant on survey staff.

Home subscription drew nod over theatres with 60.7 in Los Angeles, 58.5 in San Francisco, 53.6 in Salt Lake and 61.7 in Ames. Other findings: 85% approve of educational courses via TV; only 15% go to movies more frequently now than year ago; wrestling continues to lose popularity as boxing gains; more than 50 brands of TV sets are in use in Los Angeles, with 56% more than three years old.

WJR Stages Relief Program

TOP CBS network personalities joined WJR Detroit talent Friday evening in 2½-hour WJR program for benefit of Flint disaster relief fund. Performers included Edward R. Murrow, John Reed King, Robert Q. Lewis, Jeannette Davis, Kay Starr, Tony Marvin and others. Prominent political figures took part in proceedings as well as Flint civic leaders. Worth Kramer, WJR vice president-general manager, arranged benefit program.

Name Avery-Knodel

WHYU AND WACH-TV Newport News, Va., name Avery-Knodel Inc. as their exclusive national representative. Stations are owned by Eastern Broadcasting Corp. John Doley is president, and Frederic F. Clair manager and secretary. WACH-TV is assigned Ch. 33; WHYU is on 1270 kc with 1 kw, daytime only.

Old Movie Quiz

GRAND INTERNATIONAL Pictures Co., N. Y., will release in July new series of five-minute, TV film programs under title *The Big Movie Quiz*. Material for series is said to have been edited from more than 20 million feet of film from motion pictures as far back as 1903.

PEOPLE

BRIG. GEN. DAVID SARNOFF, chairman of boards of RCA and NBC, was to receive honorary degree of Doctor of Engineering from Drexel Institute of Technology at ceremonies there Saturday. In commencement address prepared for occasion, he stressed importance of U. S. being kept strong enough to resist aggression and asserted that future of U. S. and of world are "inescapably . . . linked with technology."

RALPH W. TYLER, U. of Chicago, to be director of Ford Foundation's center for advanced study in behavioral sciences, CBS President Frank Stanton, chairman of center's board of directors, announced today (Monday).

DR. HARRY K. NEWBURN announced resignation as president of U. of Oregon, effective Oct. 1, to become head of Educational Television & Radio Center of Ford Foundation.

KEN GOLDBLATT, national sales manager of cooperative programming for MBS and previously WOV New York junior salesman, named sales representative of WOV.

CHARLES D. BISHOP appointed program manager of WMAL-AM-TV Washington. **DAVID M. DAVIS** will succeed Mr. Bishop as WMAL-TV production manager.

Kentucky Broadcasters Attack Baseball Bill

MEMBERS of Kentucky Broadcasters Assn. took sharp action Friday against effort of organized baseball industry to push federal legislation exempting clubs from antitrust laws in negotiating radio-TV contracts (early story page 54).

KBA adopted resolution at close of two-day Louisville meeting opposing Johnson Bill (S-1396), which has been approved by Senate Interstate & Foreign Commerce Committee. Members urged to tell their federal legislators about association's stand, pointing out that bill would deny radio free and open negotiations to broadcast games.

Joseph Eaton, WKLO Louisville, KBA president, presided at meetings, with 79 delegates in attendance. Speakers included NARTB President Harold E. Fellows (see story page 48), and James D. Russell, KVOR-AM-TV Colorado Springs. Mr. Russell advised separate radio and TV staffs. He said his TV station was 80% local-regional business, 10% national and 10% network.

Members of Resolutions Committee were Gilmore N. Nunn, WLAP Lexington; Porter Smith, WGRC Louisville, and Hecht Lackey, WSON Henderson.

Doerfer Heads Group

COMR. John C. Doerfer was appointed chairman of Pre-Trial Committee of the President's Conference on Administrative Procedure which held its first sessions in Washington last Wednesday and Thursday. Also on Pre-Trial Committee is FCC Hearing Examiner J. D. Bond. Purpose of conference is to work out methods of decreasing length, expense and record of administrative hearings and court appeals [B•T, May 4]. Conference will reassemble Nov. 16.

Morton Move

MORTON Television Productions Inc. and Morton Radio Productions Inc. move to new expanded quarters at 64 E. Lake St., Chicago.

A MARKET IS NO RICHER THAN ITS PEOPLE

The new WHAM Market Analysis tells how people in WHAM-land are warm, human and rich in buying power. There are more than 450,000 people in the immediate area with almost 2 billion dollars to spend annually. They buy considerably more than national averages from food, retail and home furnishing stores.

Whether you wish to establish distribution, stimulate an upward trend in your sales curve or use this area as a test market, you need WHAM to sell Upstate New York.

Write
WHAM for a copy of the new WHAM-land Market Analysis

50,000 watt—clear channel

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo P. Hollingbery Co., Nat'l Rep.

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BROADCASTIN
TELECASTIN

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Executive and Publication Headquarters

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Sol Taishoff, *Editor and Publisher*

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BUREAUS

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444 Madison Ave., Zone 22, PLaza 5-8355.
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David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg, U.S. Patent Office

Copyright 1953 by Broadcasting Publications Inc.

Things have changed in ARKANSAS, too!

Things have changed *plenty*, in Arkansas, since Bob Burns introduced the bazooka! In the last ten years, the state has made tremendous industrial and agricultural strides. For instance, *Retail Sales have increased 251.7%* *!

There's a big new radio value to *deliver* the new Arkansas, too — 50,000-watt KTHS in Little Rock. Formerly located at Hot Springs with 10,000 watts, KTHS is *now CBS* — is now the only Class 1-B Clear Channel station in Arkansas. It gives primary daytime coverage (0.5MV/M) of 1,002,758 people — more than 100,000 of whom do not receive primary daytime coverage from any other station. Interference-free daytime coverage (0.1MV/M) adds another 2,369,675 people, includes practically all of Arkansas.

Ask your Branham man for excellent "early-bird" opportunities now available!

---

*Sales Management figures.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS

to cash in on the $730,000,000
Charleston, W. Va. market

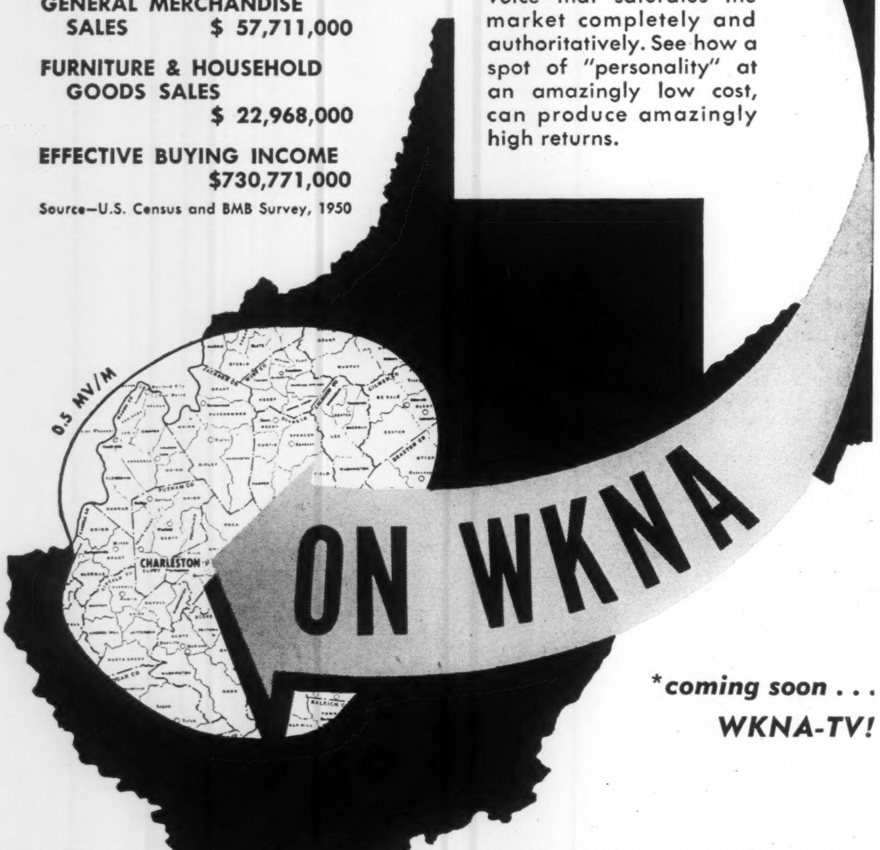
PICK YOUR "SPOT"

Here's WKNA's half-millivolt area alone:

TOTAL POPULATION	671,178
TOTAL FAMILIES	186,235
RETAIL SALES	$407,643,000
FOOD SALES	$ 86,621,000
GENERAL MERCHANDISE SALES	$ 57,711,000
FURNITURE & HOUSEHOLD GOODS SALES	$ 22,968,000
EFFECTIVE BUYING INCOME	$730,771,000

Source—U.S. Census and BMB Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce amazingly high returns.



***coming soon . . .**
WKNA-TV!

WKNA is also sold as part of West Virginia's
personality package

WKNA WKNA-FM
Charleston — 950 KC
5000 W Day • 1000 W Night
ABC Radio Network Affiliate

WJLS WJLS-FM
Beckley — 560 KC
1000 W Day • 500 W Night
CBS Radio Network Affiliate

Joe L. Smith, Jr., Incorporated • Represented Nationally by WEED & CO.

TELEGRAM FOR YOU

ABC Radio, Sundays, 8:55-9 p.m. EDT on 340 stations.
Sponsor: Western Union Telegraph Co.
Agency: Albert Frank-Guenther Law Inc., N. Y.
Director: Bob Noble.
Wires from celebrities read by Bob Denton.

IN RECENT months, Western Union Telegraph Co. has come into the radio fold to promote its own brand of rapid communication and advantages. It is using radio with a five-minute commercial in program disguise.

Telegram for You, a more subtle pitch than the usual five-minute radio sales talk, is heard Sunday evening on ABC radio. Any dramatic connotations that special-occasion telegrams may have are being fully exploited in the format of this short and quickly-paced segment.

Telegram for You is conventional radio programming in miniature—the opening commercial, format, middle commercial, more format and closing commercial. Some zippy organ music sets a pace approximating telegraphic speed. The one-man announcing assignment is handled by Bob Denton who manages to crowd a tremendous number of words into a minute.

In this case, the format is actually an indirect pitch illustrating the glories of telegraphic communication that the listener is told all about in the commercial portions of the broadcast. Telegrams are sent weekly to well-known personalities. Each is asked a question related to his profession. Replies sent via telegram are read over the air. Information garnered from the celebritiy's answer isn't exactly earthshaking but it aptly demonstrates that Western Union is in business to efficiently deliver all messages that the listener may wish to send.

It's a programming idea that will be of interest chiefly to service firms whose "products" are adaptable to verbal demonstration. From a sponsor's viewpoint, such an idea has definite commercial value. The integration between program and commercial content as it has been established in this series in something that all advertisers hope for but seldom achieve.

* * *

OPERA VERSUS JAZZ

ABC-TV, Mondays, 7:30-8 p.m. EDT, sustaining.
Producer: Fred Heider.
Director: Charles Dubin.
Mistress of Ceremonies: Nancy Kenyon.
"Jazz" Guest: Karen Chandler (replacing Helen Forrest for show of June 8).
"Classical" Guest: Thomas Heyward, Metropolitan Opera Tenor.

A MORE appropriate title might have partially excused some of the flaws in a new ABC-TV Monday evening sustainer, *Opera Versus Jazz*. Operetta would have been a better word choice to describe the majority of the June 8 telecast's "heavy" selections. Jazz portions of that show actually were ballad-type tunes—all a far cry from jazz as a jazz fan would define it. And there was no contest between the two schools of music as the word "versus" usually implies. Someone got his terms confused when he christened this one.

Opera Versus Jazz, as viewers see it, is a half-hour of melody and song running the gamut from Chopin to Gershwin. If it pretended to be nothing more, the show would still not qualify as polished programming. Guiding the show through the works of contemporary musicians to composers of the classical school and back again is Nancy Kenyon, who knows very little about the art of singing a song well and less about the difficult role of smoothly playing mistress of ceremonies on a half-hour TV production. These, however, are her assignments on *Opera Versus Jazz*. Her stiff and faltering presentation of continuity between songs weakens the theme of the program. Both in song and speech, Miss Kenyon concentrates on words — not phrases or thoughts—and the show suffers as a consequence.

Thomas Heyward, a Metropolitan Opera tenor, and Karan Chandler were guests on the June 8 show to respectively fill abbreviated opera and jazz requirements. Mr. Heyward was not at home on television. He has a fine voice but lacks the personal relaxation and warmth that a television camera demands of a performer. Miss Chandler is a passable singer of popular songs. She at least seemed at ease and this compensated for her talent limitations.

Four pianos were used on *Opera Versus Jazz*. One number, featuring only the four pianists, was interestingly staged. A stationary camera focused on a revolving stage to bring the viewer some good shots of each pianist as he played. The set, a tasteful and attractive one, was not used as well as it could have been. Only portions of it were visible most of the time because of an abundance of close-up shots of the singers whose contributions to the show hardly merited such attention.

★ ★ ★

BOOKS

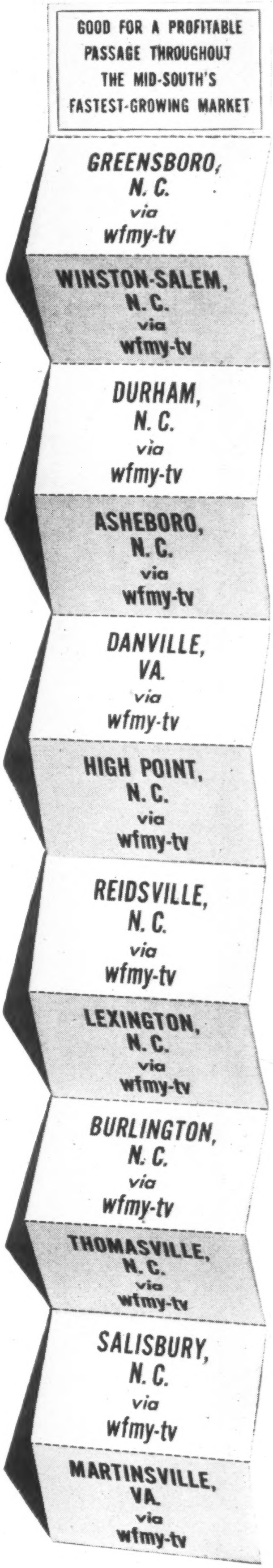
THE TELEVISION MANUAL, by William Hodapp. Farrar, Straus & Young Inc., 101 Fifth Ave., New York 3. 296 pp. $4.50.

BILL HODAPP, executive director of Teleprograms Inc., a non-profit corporation producing public affairs TV programs, has utilized his experience in this field preparing this guide for television production and programming for educational, public affairs and entertainment. His suggestions will be of interest to experienced telecasters as well as novices, and educators will find especially valuable Mr. Hodapp's section on raising money for educational stations. Among other sources he suggests local industries be approached for hand-outs under the 5% income tax deduction clause. He also asserts that listeners may "be glad" of an opportunity to pay for educational TV. Existing budgets, public appropriations and foundations are other sources suggested. Appropriately enough, the last pages in the book (just before the inevitable but, we presume, valuable glossary of terms, list of TV books and "typical network costs"), Mr. Hodapp quotes Dr. Arnold J. Zurcher on the economics of television.

★ ★ ★

RADIO & TELEVISION WORKSHOP MANUAL, by Sidney A. Dimond and Donald M. Andersson. Prentice-Hall Inc., 70 5th Ave., New York 11. 301 pp. $4.50.

FOR the beginning student in radio and television, this workshop manual's detachable pages include lessons and sample scripts on: Radio—voice and microphone techniques, music and sound effects, auditions, production of scripts, technical tips, narration, commercial copy, news and music continuity; television—writing for visual presentation, properties, camera angles, characterization and sample scripts.


GOOD FOR A PROFITABLE PASSAGE THROUGHOUT THE MID-SOUTH'S FASTEST-GROWING MARKET
GREENSBORO, N. C. via wfmy-tv
WINSTON-SALEM, N. C. via wfmy-tv
DURHAM, N. C. via wfmy-tv
ASHEBORO, N. C. via wfmy-tv
DANVILLE, VA. via wfmy-tv
HIGH POINT, N. C. via wfmy-tv
REIDSVILLE, N. C. via wfmy-tv
LEXINGTON, N. C. via wfmy-tv
BURLINGTON, N. C. via wfmy-tv
THOMASVILLE, N. C. via wfmy-tv
SALISBURY, N. C. via wfmy-tv
MARTINSVILLE, VA. via wfmy-tv

this is just the ticket to sell the real North Carolina market.

If you want to go places in a profitable way throughout the fastest-growing area of the fast-growing mid-South . . WFMY-TV is ready to cover a lot of ground for you in a hurry.

Your itinerary, via Channel 2, includes a market that's $1,500,000,000 strong in buying power. . home of some of the biggest, best-known names in American manufacturing . . rich with payrolls that stem from a busy combination of industry and agriculture.

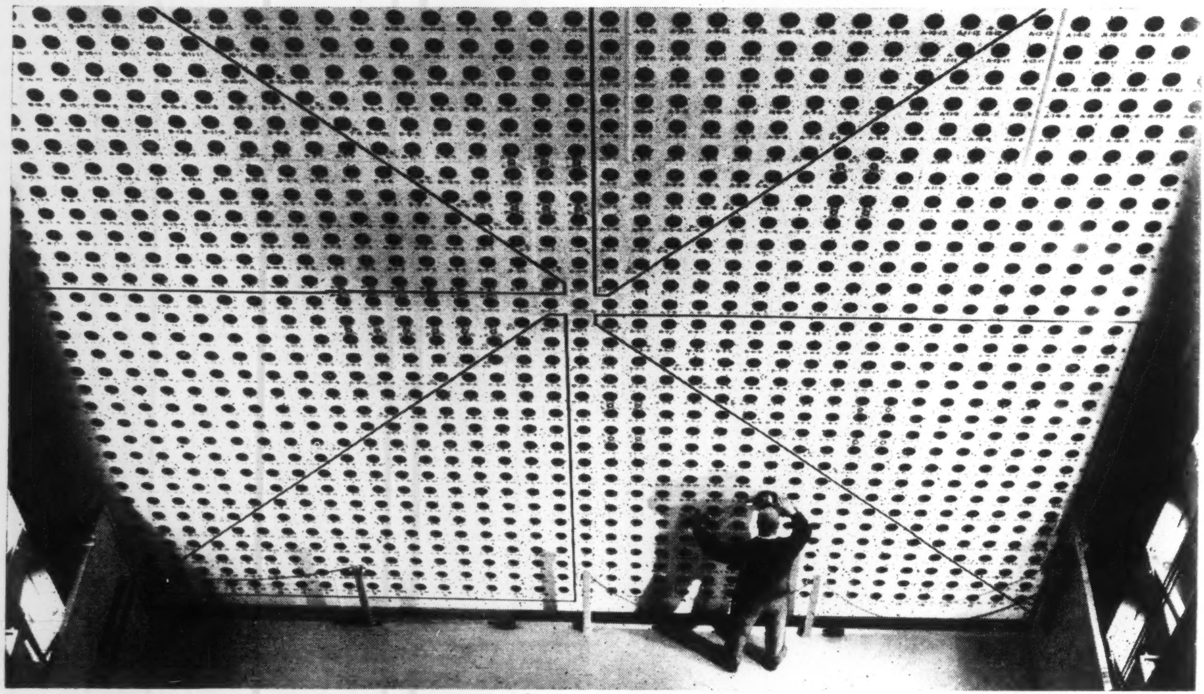
When your message travels via WFMY-TV, you're sure of a warm and resultful welcome in television homes all over this progressive region. For more sales in the heart of the mid-South, WFMY-TV is just the ticket!

wfmy-tv

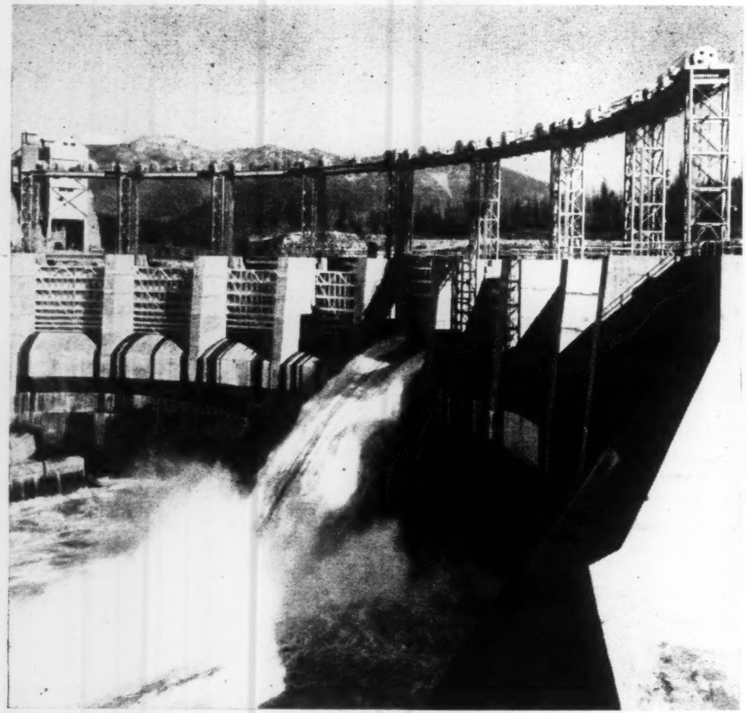
Basic CBS Affiliate – Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York— Chicago—San Francisco

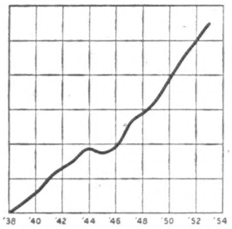


ELECTRICITY FOR THE ATOM—AND FROM IT. This is the atomic pile at Brookhaven Laboratory, L. I. Through the holes in the 5-foot wall, tons of pure uranium are thrust to start the chain reaction. To prepare this uranium, vast amounts of electricity are needed. Five electric companies help power a uranium factory in Kentucky. Fifteen others are building giant power plants for the new atomic project in Ohio. But soon the atom will make electricity. Electric company engineers, working with industry and government scientists, already have produced atom-electricity experimentally, expect to have atom-power electric plants in 5 years.



LARGEST PEACETIME CONSTRUCTION PROGRAM ever undertaken by any industry. Electric companies have spent $13 billion since the war, will spend $2½ billion this year alone, building more power for America. Completed early this month, the Washington Water Power Company's spectacular dam at Cabinet Gorge (spillway shown above) is one of the few remaining sites where water power can be harnessed economically. (Most new construction is in fuel-burning plants.)

NEW BUSINESSES, NEW JOBS, NEW OUTLOOK. All over the U.S., local electric companies are helping to spark prosperity and civic pride. Statesboro, Ga., for example, was a prize-winning town in a state-wide improvement program sponsored by the Georgia Power Company.



MORE AND MORE ELECTRICITY. Heavy line shows how use of electricity is still shooting up as the Electric Age progresses.

AMERICA'S NEW ELECTRIC AGE

American families are using 2 to 3 times as much electricity as they did before World War II. Look around your home—and you'll see why. The Electric Age is here—in a big way.

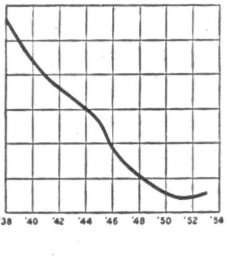
But this is only the beginning. Never in the history of the power industry has the future of electricity looked so full of promise for the nation, for its families, farms, businesses and industries.

The use of electricity is still skyrocketing. And so are the new supplies of electric power. The 800 business-managed electric light and power companies have already *doubled* the prewar supply and will *triple* it by 1960.

All this is new lifeblood for the Electric Age, bringing everyone more electricity for better living. It's building new businesses and booming old ones, creating new jobs, opening doors to opportunity all across the U. S.

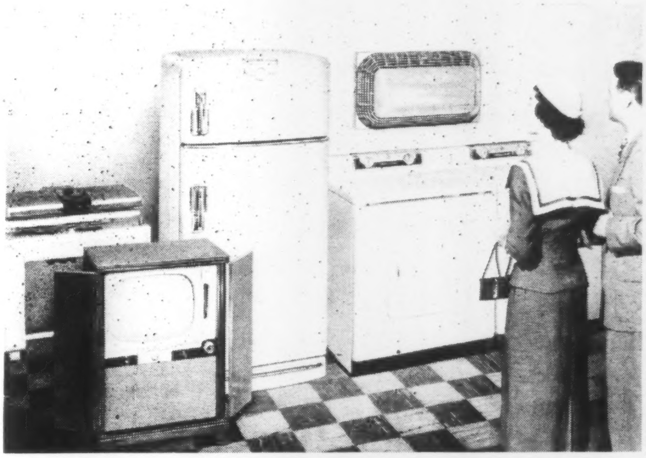
Best of all, the average price of electricity is lower than before World War II—and *America's Electric Light and Power Companies** are doing their utmost to keep it there!

**Names on request from this magazine*



AVERAGE PRICE STILL LOW. For the U. S. family, the average price of electricity per kilowatt-hour has dropped sharply—despite inflation!

NEW ELECTRIC HOMES. This home for electric living was part of an exhibit co-sponsored by Indianapolis Power and Light Company. It features planned kitchen, improved lighting, year-round temperature control.



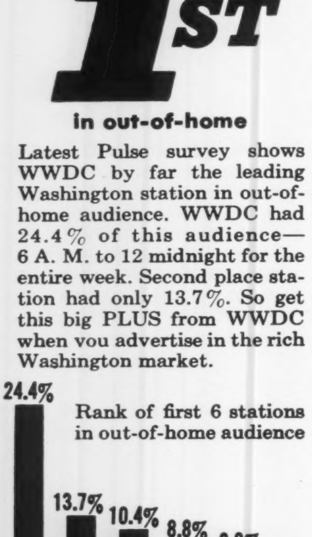
NEW ELECTRIC APPLIANCES. Large-screen TV, home air conditioning, automatic laundry and kitchen equipment—these and other developments are helping to usher in America's *new* Electric Age.

NEW ELECTRIC FARMS. Electric equipment to do more jobs plus teamwork between farmers and electric light and power companies make modern farms more productive, more profitable.

CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

WWDC
1ST
in out-of-home

Latest Pulse survey shows WWDC by far the leading Washington station in out-of-home audience. WWDC had 24.4% of this audience—6 A. M. to 12 midnight for the entire week. Second place station had only 13.7%. So get this big PLUS from WWDC when you advertise in the rich Washington market.



In Washington, D. C.—it's
WWDC
Represented Nationally by John Blair & Co.

Feature Reprints

EDITOR:

I have just finished reading the reprint of an article published in the April 27 issue of your magazine, "How Many TV Outlets Can the U. S. Support?" by Peter R. Levin. I enjoyed it very much and was wondering if it was possible to obtain another copy for one of our clients. . . .

George J. Zachary
Exec. Vice President
Platt, Zachary & Sutton Inc.
New York City

EDITOR:

We have read with interest the recent article you published entitled "How Many TV Outlets Can the U.S. Support?" written by Peter R. Levin.

It is service of this type along with your excellent editing of the regular magazine that merits our continued praise.

We would appreciate very much if you would forward six copies of this article to the writer's attention. . . .

Ronald E. Vedder, Sales Mgr.
Sylvania Electric Products Inc.
Buffalo, N. Y.

EDITOR:

"The A.B.C. of Radio and Television" which you published recently is one of the most informative and useful discussions of the industry I have seen. How do I get extra copies of the reprint? I'd like to have about 20 of them for our New York office and to send to our several other offices.

Harold Fair
Director, Radio-TV
Bozell & Jacobs Inc.
New York City

EDITOR:

. . . I would like to request that you send me, with a bill, two dozen copies of Mr. Gillingham's "ABC of Radio and Television." I want all of my radio and television advertising students to read that before they read anything else in the course. . . .

Milton E. Gross
Associate Professor
School of Journalism
U. of Missouri

[EDITOR'S NOTE: Though demand for reprints of this article has been heavy, a limited supply still is available.]

Memphis Mixup

EDITOR:

The Closed Circuit comment in B•T of June 1 was in error. WHBQ-TV has entered into a standard two-year contract with CBS Television. The contract does not include a six-month cancellation clause. There is the usual 12 months notice and the usual automatic renewal if neither party gives notice within six months of date of termination. . . .

John Cleghorn, Gen.Mgr.
WHBQ-AM-TV Memphis

Judicial Notice

EDITOR:

All the promotional barrages of the ANPA notwithstanding, did you notice that the United States Supreme Court, in its majority opinion concerning the *Times-Picayune* case, verifies what the broadcasting industry has blushingly admitted . . . "(there is) a national advertisers' trend away from newspapers toward other mass media. . . ."

Alan Goff, Director,
Radio & Television Services
Barber and Baar Assocs.
New York

Collector's Items

EDITOR:

. . . We have on hand about 75 or 100 old records on various labels. Most are the original recordings, and they date back from around 20 to 30 years. Some are in pretty good condition; others can be cleaned and re-recorded for your own particular needs. Anybody with more space than we have and who wants these gems of the past, just write and pay the express for same. Otherwise, we will throw them away.

Edwin J. Powell
General Manager
WMTE Manistee, Mich.

Strike Issues

EDITOR:

Congratulations to you and your staff on the fine job you did with B•T during the printers' strike.

It's remarkable what fine work the Varitype machine can do in this kind of an emergency. B•T looked good and was very easy to read.

Daniel Nicoll
Associate Publisher
Toledo Blade, Toledo Times,
Pittsburgh Post-Gazette.

EDITOR:

. . . I have just finished reading your June 1 issue—and I want you to know how profoundly I am impressed by the way you and your sidekicks have met the challenge of the greatest crisis that can face any publisher . . .

James S. Tyler, Adv. Mgr.
MBS, New York

EDITOR:

Under what must have been unusually trying circumstances you did a remarkable job in getting out your June 1 issue. In this industry we're accustomed to serving the public needs and interest, and true to the traditions you came through in great style.

Your ingenuity and resourcefulness are worthy of commendation.

Philip G. Lasky, V. P. & Gen. Mgr.
KPIX San Francisco

EDITOR:

Heartiest congratulations on the splendid job B•T performed in bringing out the Varitype offset issue of June 1.

It's just another example of the book's well-deserved reputation for "being with it" at all times.

Robert G. Criar, Progr. Dir.
WINS New York

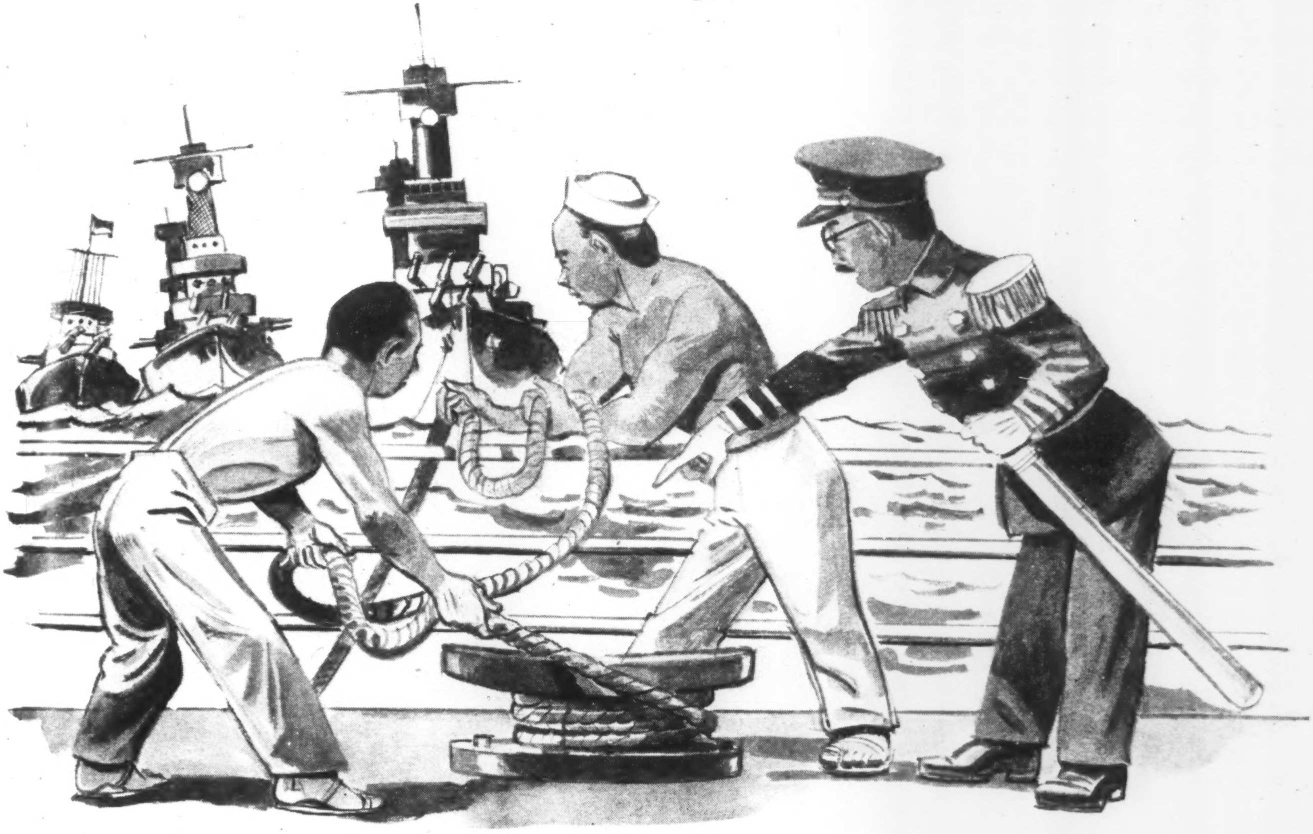
EDITOR:

Congratulations on the magnificent job you are doing in circumventing the problems you have faced for the past two weeks. Everyone in the trade is proud of the way you are delivering. Warmest regards.

Thomas B. McFadden
Dir. Nat'l Spot Sales
NBC, New York

[EDITOR'S NOTE: B•T is grateful to these and other subscribers for their cheering support during an emergency which now, happily, is at an end.]

A l It Took was the Right Line...

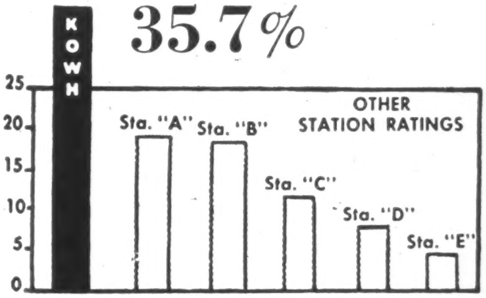


. . . A tow line, to cost the Allies four ships in the first battle of Savo Island. Spotted by an American search plane, and knowing that their speed would be calculated as that of the slowest ship in their force, the Japanese used an ancient sailing-ship trick. The faster fighting ships took the slower in tow . . . increasing the unit's speed so that the fleet arrived at Savo before it was expected!

KOWH uses the right programming line too, to keep every minute of their broadcasting day moving at the same merry pace. The result? KOWH gets there first in the Omaha, Council Bluffs area—as attested-to by the below HOOPER, averaged for the 18-month period from Oct., 1951, to April, 1953. If you want to "get there fustest, with the mostest," use KOWH!

- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru April, 1953.)

- *Largest share of audience*, in any individual time period, of any independent station in all America! (April, 1953.)



Kowh

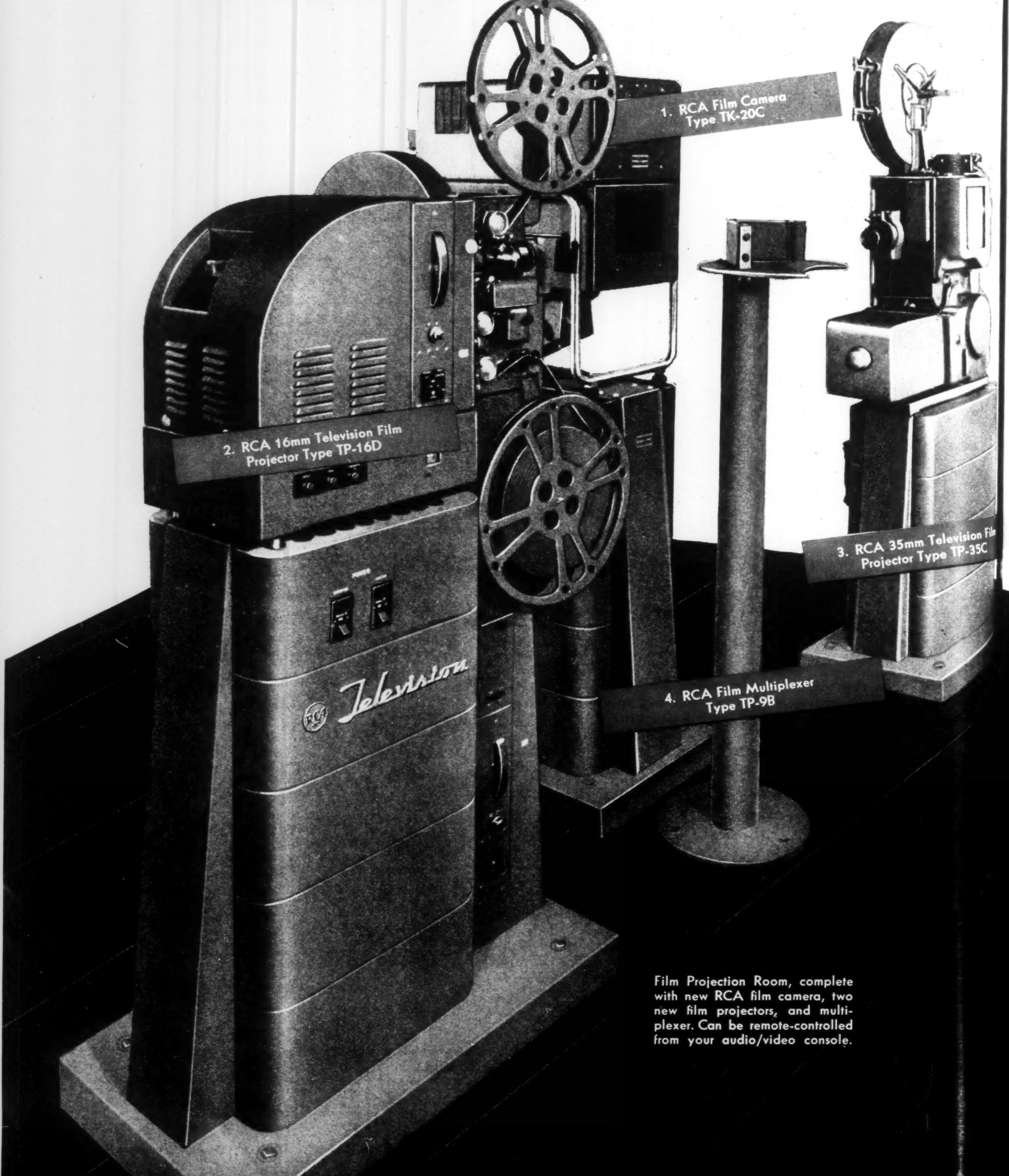
OMAHA

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

EVERYTHING FOR


1. RCA Film Camera Type TK-20C
2. RCA 16mm Television Film Projector Type TP-16D
RCA Television
4. RCA Film Multiplexer Type TP-9B
3. RCA 35mm Television Fil Projector Type TP-35C

Film Projection Room, complete with new RCA film camera, two new film projectors, and multiplexer. Can be remote-controlled from your audio/video console.

XUM

CO-ORDINATED FILM SYSTEMS

1. **New Film Camera Type** TK-20C produces clear pictures approaching the quality of studio pick-ups. Low noise level. No image "sticking." No constant shading needed. It looks equally well with the 16mm projectors, and 3" x 4" opaque slide projectors.

2. **The 16mm TV Film Projector** Type TP-16D makes film programming practical, economical. It's entirely self-contained. It's designed and built only by RCA.

3. **The 35mm TV Film Projector** TP-35C uses a highly efficient pulsed light source. The projector operates without a shutter mechanism, is completely self-enclosed (including film mechanism) . . . and it's designed and built by RCA!

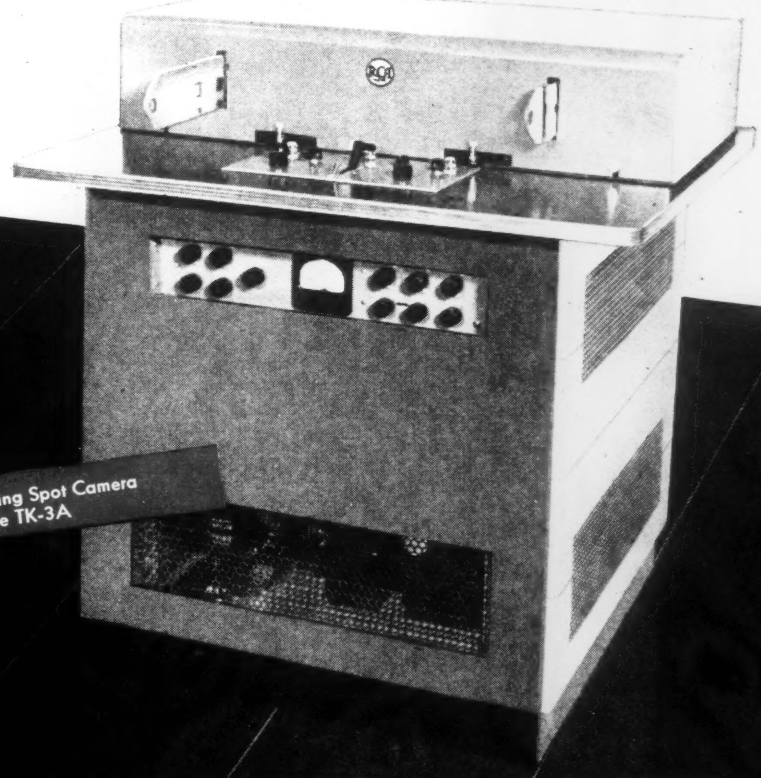
4. **Type TP-9B Film Multiplexer** enables you to use two projectors with one film camera for maximum program flexibility.

5. **TK-3A Flying Spot Camera** produces high-quality video signals from 2" x 2" transparencies. Dual channel increases flexibility, provides for lap dissolve and switching between channels. Ideal for titles, spots, commercial inserts (spots), test patterns. Special Effects Amplifier TA-15A is an ideal accessory.

RCA is your headquarters for a complete line of television film equipment. If you need 16mm or 35mm television projection equipment, RCA has the finest. If you want a revolutionary film camera, RCA has it. Kinescope recording equipment, automatic slide projectors, flying spot cameras, automatic processors, and miscellaneous accessories such as rewinders, reels, slide viewers, and film cleaning equipment, also are available.

RCA equipment can be used in many different combinations to fit your planning and budget. For example, you can start with a complete film projection setup as illustrated here. Or you can start simply with a film projector, and add facilities as your program service grows. Note this fact, too: *RCA Service Company engineers are available on a nationwide basis to keep your RCA film equipment in top condition!*

Film systems planning is another RCA television service available to you through your RCA Broadcast Sales Representative. Take advantage of his broad experience.



5. RCA Flying Spot Camera Type TK-3A

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

XUM

IN THE
Upper Midwest...

YOU MUST HAVE
- The Best Facilities
- The Most Experience
- The Best Programs

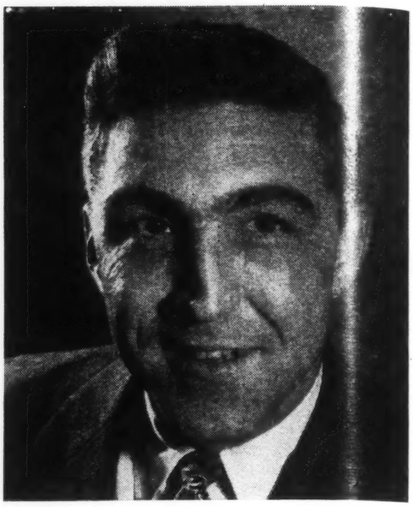
to be
Number One.

In
Minneapolis-
St. Paul,
Television
IS
KSTP-TV

KSTP-TV
NBC
REPRESENTED BY EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS - ST. PAUL

our respects

to CLIFFORD CHARLES GRAMER



WHEN Hotpoint Co., Chicago, churned the wheels on the biggest consumer promotion drive in its history last June 1, it tabbed some $80 million worth of major home appliances to move from dealer shelves to customers in 60 days as part of the "Summer Shower of Special Values" across the country.

One of the key men behind this carefully-planned campaign—and, indeed, behind others that have swelled the company's sales in the past year—is Clifford Charles Gramer, articulate, soft-spoken merchandising manager of Hotpoint.

Mr. Gramer's job is to coordinate various units of Hotpoint—advertising, sales promotion, sales training and materials—into a smooth, workable operation. There is evidence that he is meeting with all kinds of success, thanks partly to the use of network radio and television. Hotpoint sales have risen 90% the past year.

Mr. Gramer is not only an avid admirer of Hotpoint's *Ozzie & Harriet,* which the company co-sponsors on both ABC radio and ABC-TV networks, but also is an astute observer of the twin electronic media and their overall role in Hotpoint's dealer campaigns.

Mr. Gramer has developed his own theories on the efficacy of both radio and television in markets in which Hotpoint has set its particular mark.

Mr. Gramer has divided most of his career between the Coca-Cola Co. and Hotpoint, before and after World War II.

A native of Wyanet, Ill., where he was born July 19, 1918, Mr. Gramer claims his early life was uneventful. He did win a scholarship to the U. of Chicago, majoring in business administration from 1935 to 1939. After his graduation, he took his first job with the Lake Shore Bank of Chicago.

In 1940, young Mr. Gramer joined the Coca-Cola Co., attending its training school and finally emerging as a salesman. He headed the firm's fountain sales division in Kalamazoo, Pontiac and Detroit, all Michigan, concentrating on advertising and promotion. In Detroit, he worked with food and drug chains.

In 1942, Mr. Gramer interrupted his career to join the Marine Corps. With the rank of captain, he saw service with the First Marine Brigade in Guam and the Sixth Marine Division in Okinawa. He was mustered out in October 1945 with the Silver Star and various campaign ribbons.

A business refresher course seemed indicated upon his return to civilian life, so young Gramer applied for admittance to the Harvard Business School. When his application was received too late, Mr. Gramer returned to Coca-Cola in Chicago. He did, however, get into Harvard in June 1946 and took the complete course rather than merely an eight month's refresher. He received his master's degree in October 1947.

Mr. Gramer returned to Coca-Cola, this time to its Atlanta sales promotion department, where he headed fountain sales. He then switched within the department, heading up home market promotion. His duties consisted of developing and testing packing procedures and displays.

Mr. Gramer came to Hotpoint in July 1950 as advertising manager and later was named merchandising chief.

While network TV executives have taken pains to point out that the cost-per-thousand has decreased in television, Mr. Gramer is careful to point out that dollar-wise the TV cut of the advertising budget is still mounting.

"As a result," he observes, "there is a basic need for continual market studies to see what we are getting for our dollar. With new TV stations coming on the air—and especially next July and August—we must, of necessity, evaluate new markets on a dollars-and-cents basis. The emergence of uhf also is another brand new factor."

Speaking for Hotpoint, Mr. Gramer sees television as a medium not only for giving a sales message to dealers and distributors but also for demonstrating home appliances. TV is a tool for educating the public on so-called "low-saturation" items (like dispose-alls, dishwashers, etc.). He sees radio as a medium for "giving advertising support to products in areas not covered by television."

While it is "sold" on markets in which stations are cleared by the network (ABC)—both for radio and TV—Hotpoint also keeps a calculating eye on spot commitments (negotiated by its dealers around the network shows) for selective station coverage. This was done last fall when Hotpoint launched a fall campaign for its appliances with spot adjacencies built around the newly-launched *Ozzie & Harriet* program.

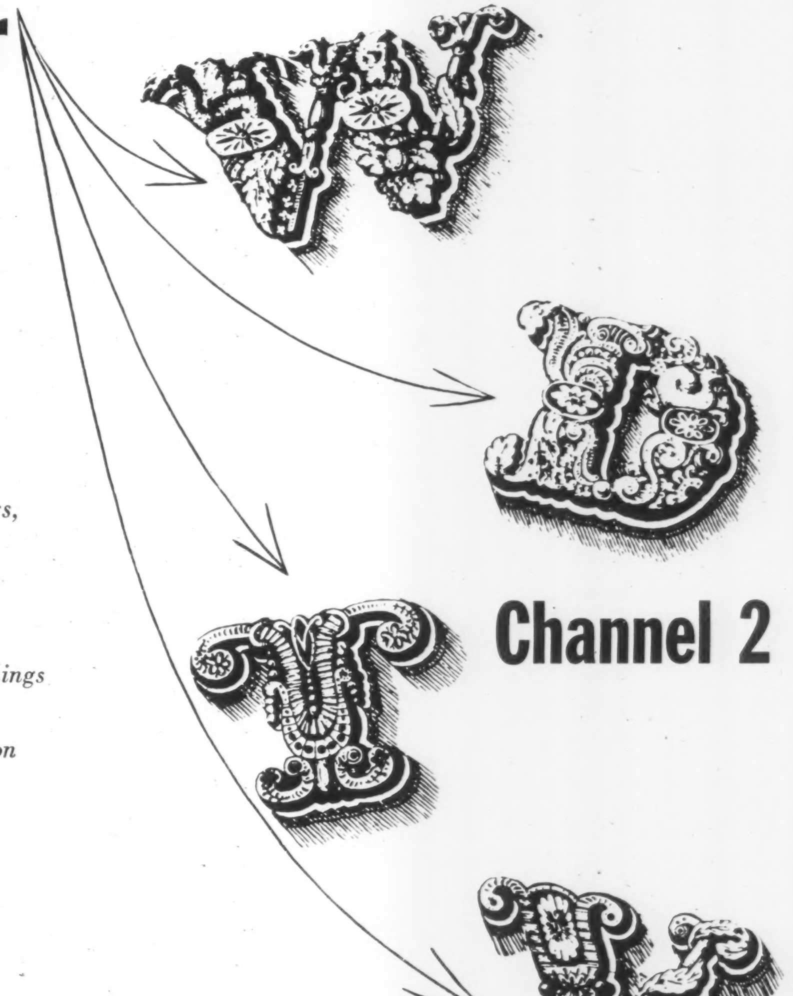
It is this dealer cooperative aspect of merchandising — and other functions — over which Mr. Gramer keeps a coordinating hand in his top-level capacity at Hotpoint.

While there doubtlessly are other factors involved, Hotpoint is enjoying greater sales success—it is back-ordered on most products—since it fell back last year on radio and television as advertising supports on a long-term basis. Prior to last fall, Mr. Gramer notes, Hotpoint had bought radio-TV time on short-term contracts.

Mr. Gramer lives in Riverside, Ill., with his wife, the former Mary Curtis, and their three children—Cliff Jr., 10, and twins, Arthur and Linda, 6. He likes gardening and golf.

be right in Pittsburgh

to the letter



Pittsburghers have watched television so long they think it's a natural phenomenon.

Just as natural — and just as phenomenal — is the way they buy products and services advertised on TV.

Which must be why so many advertisers, national and local, have found television on WDTV so letter perfect for selling the Pittsburgh market.

And it will always be in the nature of things that for phenomenal results, you just can't be more right in Pittsburgh than on Station WDTV.

Channel 2

Pittsburgh's *First* TV station

CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.

Owned and Operated by **ALLEN B. DU MONT LABORATORIES, INC.**

another Hooper
in Chattanooga—
another smashing
record of morning
leadership for...

WDEF

now 5000 WATTS
DAY and NIGHT
ON NBC

WDEF
CHATTANOOGA, TENNESSEE

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

REPRESENTED BY BRANHAM

Edmund Lytle

on all accounts

A BROADCASTER most of his working years, Edmund Lytle at 36 is now straddling the fence as radio-TV director of Western Adv. Agency Inc., Los Angeles.

The major portion of his duties revolves around *Voice of Prophecy*, Seventh Day Adventists' program handled by the agency for seven years and heard on approximately 825 stations, including ABC, MBS, Canada, India and Japan. He also handles Ontra Cafeterias and Lindy's Food Products (sauces), both Los Angeles.

The agency's other radio-TV accounts include Alemite Div. of Stewart Warner (CD-2 oil additive) and Pierpoint Landing, Long Beach fishing pier. On Western's fall agenda is the production of a TV film version of *Hymns of All Churches* for Frederick Jacky Productions, Chicago. Program was formerly on NBC Radio for General Mills.

Born in Hinsdale, Ill., Mr. Lytle worked his way through the U. of Illinois as trumpeter and singer with a dance band, announcer on WILL Urbana and disc m.c. for WDWS Champaign. Graduating in 1939 with a political science major, he continued with the band which landed a spot on *Fitch Bandwagon* on NBC's then Blue Network.

Mr. Lytle started his radio career in earnest the following year as announcer on WMRO Aurora. From WHIO Dayton as special events director he went to WHAM Rochester in 1944. While announcer-producer at WTAM Cleveland, he was called to active Navy duty. Classified as an electronics technician's mate because of his radio background, he passed the radar tests in two weeks. First stationed in Hawaii and then on occupational duty in Japan, he was discharged in 1946.

Going immediately to KTKN Ketchikan, Alaska, as program director, he was promoted to manager in three months' time. Two years later he joined William G. Rambeau Co., Chicago, transferring to Los Angeles in January 1950 as West Coast manager.

Mr. Lytle entered the agency field that October at Western Adv. Back to radio as sales manager of KCSB San Bernardino, he rejoined the agency last February in his present capacity.

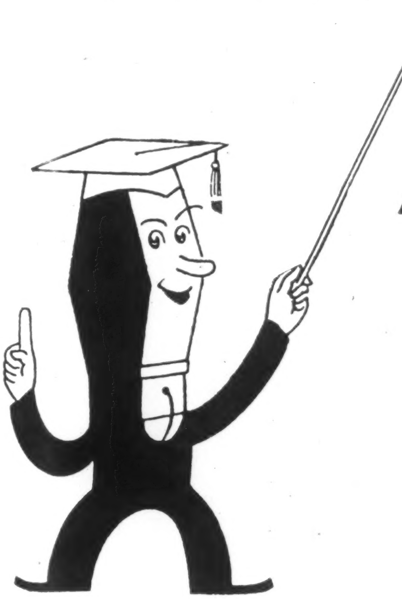
Though their parents lived two blocks apart in Hinsdale, he didn't meet his wife, the former Carralyn Hines, until she was in the Army Nurse Corps, stationed in Hawaii. They were married in 1946 and recently bought a home in suburban Reseda, where he indulges his hobby of gardening. They have two children, Barbara, "their little Eskimo," 5, and Jimmy, 2.

XUM

THE NEW

WHBQ

MEMPHIS, TENNESSEE



MR. "Q"

Announces the appointment of

JOHN BLAIR

AND COMPANY

As National Representatives

On July 1, 1953, John Blair & Company adds to its important list of stations WHBQ, Memphis, operating on 5,000 watts, 560 kc.

The new WHBQ is of particular interest to advertisers because rarely has a station's programming been so specifically directed to the tastes of its listeners. Brighter, gayer, more tuneful than ever before, WHBQ gives 'em what they want—plenty of popular recorded music on such hit participating shows as "Covington's Corner", "Red, Hot & Blue", "Murfarm Time", "Clockwatchers".

To see what this kind of audience-geared programming is doing for other sponsors—and what it can do for you—call your John Blair man today!

JOHN BLAIR
& COMPANY

Advertisement

From where I sit
by Joe Marsh

It's Fine To Be Fooled —Sometimes

Handy Peters entertained for the ladies of the Auxiliary the other night—and had the ladies really believing for a while that he's the best marksman in the county.

Handy put on a great act. He set up a whole bunch of balloons on a muslin backdrop and then took out his peashooter. He shot blindfolded, standing on his head, every which way—and broke a balloon every time!

No wonder that Handy impressed the ladies. What they didn't know—till the show's end—was that Buck Mulligan was hiding behind the backdrop improving on Handy's every shot with a hatpin.

From where I sit, we all get things "put over" on us now and again. When it's good-natured—fine! But, some folks would like to fool the rest of us into believing it's wrong to enjoy an occasional glass of beer—just because they prefer some other refreshment. For real American tolerance and neighborliness these people are simply way "off target."

Joe Marsh

Copyright, 1953, United States Brewers Foundation

IN THE PUBLIC INTEREST

WEWS (TV) Cited in Senate

OHIO State Senate has unanimously cited WEWS (TV) Cleveland, a Scripps-Howard station for excellence in public service programming. Resolutions which led to the citation were prompted when WEWS won a John Foster Peabody award for public service telecasts. The Senate certificate was presented to news analyst Dorothy Fuldheim of the WEWS staff.

* * *

Sewer Situation Explained

FOLLOWING two years of difficulty experienced by Pine Bluff, Ark., in construction of a $1.75 million sewer project, B. J. Parrish, general manager of KOTN Pine Bluff, decided to get the facts before the public. He made arrangements with the city's sewer commission, and listeners were urged to write in their questions about the project. The sewer commission, which was promised two days to look up records in order to answer the questions, was on the air with Mr. Parrish for an hour and a half. The station reports that the clerk of the sewer commission says complaints and inquires from the public have almost disappeared since the broadcast.

* * *

Seattle Stations Cited

SEATTLE radio and television stations in past months have brought to a wide audience the story of mental retardation of children, according to Washington Assn. for Retarded Children, which cites KING-TV, KXA and KIRO for their airing of programs publicizing the organization's activities. KOMO Seattle also is scheduled to air similar programs, the association announces.

* * *

Easter Seal Campaign

EIGHTY-EIGHT Canadian radio stations which carried the Easter Seal campaign for the Society for Crippled Children on a coast-to-coast network from Toronto this spring contributed $81,872 in time and talent costs to the campaign, according to figures released by the National Radio Committee of the Society for Crippled Children at Toronto.

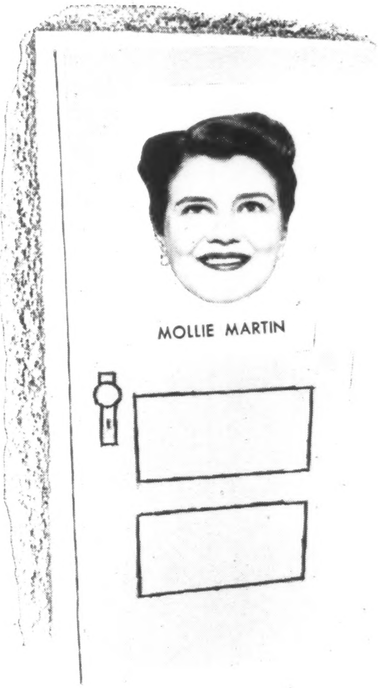
* * *

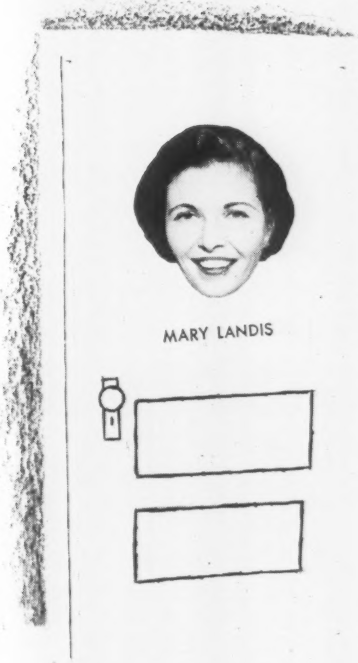
$407,510 for CPA

SUM of $407,510 was pledged to the Chicago Cerebral Palsy Assn. during a telephone simulcast by ABC's WBKB (TV) Chicago, with

Trenton Clean Up

IT'S a clean campaign in Trenton for all four radio outlets in the New Jersey capital city. WTTM WBUD WTNJ WTOA-FM in Trenton broadcast five days last week beginning last Monday heavy spot and station break schedules, special interviews and programs for the city's Clean Up . . . Paint Up . . . Fix Up Week. Drive was staged by the Mayor's Citizens Committee. WTTM prepared the spot announcement kit and set up radio details for the committee. Cooperating in this endeavor were Fred L. Bernstein, general manager; Vin Gruper, director of continuity; Fred Walker, director of public affairs, and Wes Hopkins, program director, all WTTM.





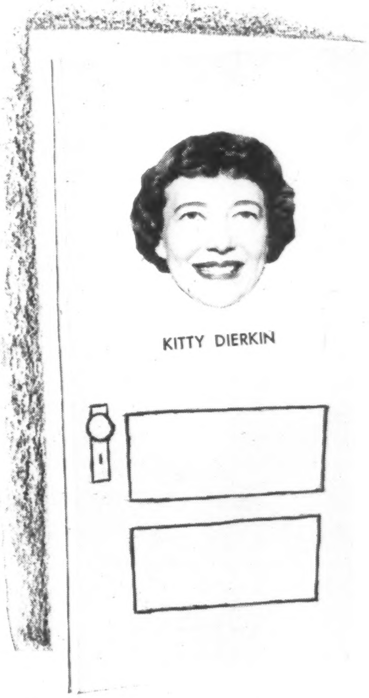
Three doors to bigger sales . . .

Homemaker's Institute

Knock on your customers door with Homemaker's Institute . . . there's a friendly *"welcome"* every time!

Mollie Martin, Mary Landis and Kitty Dierkin, three of WBAL-TV's most popular *women* personalities, cover almost every subject of interest to homemakers . . . from green beans to buttons. While Al Herndon, well known WBAL-TV star, adds the masculine touch! From noon 'til 1:00 it's an exciting full hour telecast!

Here is YOUR ready-made entrance into Maryland homes . . . Homemaker's Institute, packing a three star *sales* punch for you!



TELEVISION BALTIMORE

WBAL-TV

NBC IN MARYLAND

Nationally Represented by
EDWARD PETRY & CO.

Appliances
Auto repair shops
Loan companies
Used & new cars
FOR SALE
Real estate
your key to bigger station sales!

Over 70 Sponsor Classifications

THE *Thesaurus* LIBRARY OF 1800 SINGING COMMERCIAL JINGLES

√ Use it to sell spot time!
√ Use it to sell programs!
√ Use it to sell any prospect!

No easier way to make a time sale than by playing a singing commercial jingle designed for your prospect's product.

And that's just what you *can* do when you have RCA's *Thesaurus* Jingl-Library in your station. For in this library, you have over 1800 singing commercial jingles covering more than 70 sponsor classifications. There are jingles for Dairies, for Jewelers, for Laundries, for Paint and Wallpaper — and many, many more!

All this is yours to sell when you're a subscriber to RCA's *Thesaurus* . . . all this PLUS 31 big-name transcribed shows. You can more than pay for *Thesaurus* with the sale of its shows and jingles. It's the best transcription library deal you can get. Mail coupon for full details.

RCA recorded program services

Radio Corporation of America RCA Victor Division
New York Chicago Hollywood Atlanta Dallas

TMKS.®

MAIL COUPON TODAY!

RCA Recorded Program Services, Dept. B-60
630 Fifth Avenue, New York 20, N. Y.
Rush me full details on Thesaurus — the library that pays its own way.
NAME ________ Title ________
STATION OR AGENCY ________
ADDRESS ________

WENR carrying nine hours of a 29-hour production.

* * *

Carries Science Casts

WATO Oak Ridge, Tenn., carried several broadcasts from the American Museum of Atomic Energy when the city played host to the National Science Fair. Union Carbide & Chemical Corp., which along with the Oak Ridge Institute of Nuclear Studies cosponsored the fair, sent tapes to radio stations in each section of the country which contributed finalists to fair competition.

* * *

NARTB Backs Blood Drive

NARTB will marshall industry support for the National Blood Program, sponsored jointly by the Red Cross, Armed Forces and Federal Civil Defense Adm. The blood campaign is scheduled June 22-July 4. NARTB President Harold E. Fellows will write all stations enlisting their help. Campaign headquarters will send radio-TV kits.

* * *

WKEI Aids in Arrest

WKEI Kewanee, Ill., reports it was instrumental in bringing arrest of a man who stole a city-owned truck. WKEI broadcast a description provided by witnesses who saw the man take the truck from the local fire station. A farmer heard the broadcast, saw the suspect and notified law officials, who then arrested the man, within an hour after the first WKEI broadcast.

* * *

WGAY Wins Catholic Award

WGAY Silver Spring, Md., recently was recipient of an award presented to the station by The Washington (D.C.) Arch-Diocesan Union of the Holy Name Society, WGAY has been broadcasting *Understanding Catholics* every Sunday since last November. The quarter-hour program is designed to promote greater understanding and goodwill between Catholics and non-Catholics by explaining the teachings of the Catholic Church.

* * *

Radio Aids Palsy Drive

RADIO personalities and nightclub entertainers were featured in a benefit stage show for the Northwest Louisiana Chapter of the Cerebral Palsy fund May 29 at Shreveport's Strand Theatre. Bill Barnes, national sales manager for KTBS Shreveport, was chairman of the fund raising drive, and Al Hart, KTBS special events director, was m.c. All Shreveport stations contributed talent and boosted the benefit through an intensive spot compaign before the show.

* * *

Aid TB Group

WTOP-TV Washington will feature the tuberculosis problem in the Washington area on all its local programs July 8. Described by the District of Columbia TB Assn. as an "unprecedented public service," local TV personalities will devote part of their shows to what the officials called "Washington's most serious health problem."

Additionally, all D. C. television stations will air a series of film spots on tuberculosis during July, the TB Assn. announced. Stations WTOP-TV WMAL-TV WNBW (TV and WTTG (TV) will televise one-minute 20-second spots which were produced by the Metropolitan TB Television Council.

NETWORK TELEVISION AND RADIO FOR $10,000?

Too often in combinations of other media, the advertiser is actually wasting money. Duplicated circulation puts his message in the hands of customers who already know it.

By their very nature this can't be true of NBC Radio and Television. People don't—usually can't—look and listen to them simultaneously.

By using both NBC Radio and Television, you reach a larger unduplicated audience than with any other media combination. And you can buy both for as little as $10,000 for a basic 5-minute segment on both networks. Another NBC plan offers you 12 radio commercials and 12 television commercials on outstanding shows for less than $100,000.

Remember this: NBC Radio and Television combined reach virtually all of America.

NBC

a service of Radio Corporation of America

Greetings

WJAR

PROVIDENCE, R. I.

New England's first network station

on the

20TH ANNIVERSARY

of our association together

On July 1st, 1933, we started as national sales representatives of WJAR, the 5000 watt NBC outlet for Providence, Rhode Island. These have been 20 happy and profitable years, selling WJAR, Rhode Island's leading station and New England's first* network station. WJAR, we are proud to serve you.

*In 1924 the American Telephone & Telegraph Company linked WJAR, Providence and WCAP, Washington, D. C. to WEAF in New York. This was the first hookup of radio stations and the nucleus around which the National Broadcasting Company network was built.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK BOSTON DETROIT ATLANTA CHICAGO HOLLYWOOD SAN FRANCISCO

BROADCASTING
TELECASTING

June 15, 1953 Vol. 44, No. 24

BLAIR STUDY, KAROL TALK PROVE RADIO'S VITALITY

Using monthly Pulse rating reports in 12 established TV markets, John Blair & Co.'s analysis shows more people listen to their radios from 6-9 p.m. than from 6-9 a.m.

Two persuasive arguments attesting to the liveliness of radio were advanced last week. Evidence is conclusive that radio is healthier than ever.

THE WIDELY held belief that it's "daytime for radio, evening for TV," is a misconception that is losing business for radio stations and causing advertisers to pass up a good opportunity to buy large audiences at low cost, according to an analysis of morning and evening radio listening made by John Blair & Co., national station representative organization.

Truth is, the Blair study shows, that in established TV markets more people are listening to their radios between 6 and 9 p.m. than between 6 and 9 a.m.

Cities included in the Blair survey were Pittsburgh, Boston, Tulsa, Seattle, San Francisco, Washington, Los Angeles, Columbus (Ohio), Indianapolis, Fort Worth, Dallas and Houston.

These markets, it was pointed out by W. Ward Dorrell, Blair research director, and Wells H. Barnett, sales development manager, have five characteristics in common:

- They all are within the top 50 metropolitan areas in population.
- They are all mature TV markets.
- Blair represents a station in each market.
- Pulse Inc. issues a regularly syndicated audience measurement report in each market.
- The Blair station in each market is a one-rate station, with nighttime rates the same as daytime rates.

Making no special study of its own but depending entirely on the regular monthly Pulse rating reports, the Blair researchers compared radio audiences at 6-9 a.m. with those at 6-9 p.m. for the weekdays Monday through Friday, finding that:

In all 12 markets, without exception, sets-in-use and listeners-per-set averaged higher during the evening three-hour period than during the morning one.

Individual sets-in-use increases in the evening over the morning hours ranged from 5% to 125%. Listeners-per-set during the evening hours ranged from 6% to 28% higher.

Program audiences for the Blair-represented stations also are larger in the evening than the morning hours, the company reported. Nighttime ratings for these stations ranged from 9% to 155% ahead of their morning ratings.

Taking two individual markets, Pittsburgh in the East and Los Angeles on the West Coast, Pittsburgh with one TV station and seven AM stations, and Los Angeles with seven TV stations and 13 AM stations, as examples, Blair analysts reported:

Pittsburgh weekday radio sets-in-use were 49% higher during the 6-to-9 p.m. period than during the hours between 6 and 9 a.m. Listeners-per-set averaged 18% higher during those evening hours than in the morning. And, the Blair station's average rating for the evening hours was 33% above its morning average.

Los Angeles weekday radio sets-in-use were 27% higher in the evening than in the morning and listeners-per-set 19% higher at night than during the breakfast hours. The Blair station ratings averaged 84% more in the evening than in the morning.

Confirming the individual market comparisons based on Pulse figures is a concomitant analysis made by Blair of the audience in the Pacific Coast area served by the Don Lee Regional Network, using Nielsen's Pacific Coast radio index figures as a basis. In this California-Washington-Oregon region, Blair reported, sets-in-use averaged 125% more during the evening than the morning hours. Ratings for the Don Lee stations averaged 155% higher in the evening than in the morning. Listeners-per-set figures for the network were not reported; they are not in the NRI data.

Major significance of these statistics, according to Mr. Dorrell, is that many advertisers are overlooking a good bet in the evening by overly-rigid insistence on morning programs. Morning radio is and always will be a good buy, he said, because of its low cost, good family audience and high audience turnover. But, he pointed out, a lot of advertisers apparently fail to realize that during the early evening hours they can get considerably greater family audience at less cost than in the morning.

Findings of the study will be detailed market by market in a heavy schedule of industry promotion on behalf of nighttime radio which the Blair organization plans for later this year.

CBS Radio's John Karol predicts radio billings in 1953 will set all-time record, as advertisers discover what until recently were hidden values in aural broadcasting.

TODAY'S trend among advertisers is "to use more radio," John J. Karol, CBS Radio vice president in charge of network sales, declared last week in a speech in which he predicted that radio's gross billings in 1953 will exceed the record-setting total of 1952.

Addressing the Proprietary Assn. at White Sulphur Springs Wednesday, he said that "radio today—local radio, regional radio, and network radio—is riding high on the wave of comparative media research, with the result that more advertisers are buying more time."

He attributed radio's "comeback," starting about two years ago, to "media detective work" which demonstrated anew the vast scope of radio set ownership and radio listenership, in TV as well as non-TV homes He conceded that ratings of radio programs are lower now than a few years ago, but asserted that "there are many more radio homes now than there were a few years ago" and "this tends to offset, to an important degree, lower ratings."

In fact, he said, "the latest Nielsen listing of the 'top ten' network programs—daytime and nighttime half-hour shows—reveals that these programs reached *more homes* than they did in the corresponding report of a year ago." He continued:

"Radio's ability to produce big audiences at low cost is just as real in television markets as outside of television markets. Let me give you an example: 35% of the national audience to four of our major evening programs comes from the CBS Radio stations located in the 10 biggest television markets. And the cost-per-thousand for this audience is lower than national cost-per-thousand."

Mr. Karol cited CBS Radio network figures—"since I find I can get more figures from that network than from the others"—to show that "in 1952, CBS Radio had more clients than in 1948, the year television emerged into the big time among media. During 1952, our CBS Radio daytime schedule was completely sold out. Our daytime weekend commercial schedule was the biggest in our history."

He expressed belief that "this well-defined swing back to the one truly national, big audience, low cost medium will be felt in every section of broadcasting.

"It will be felt, I believe, because advertisers and agencies are becoming more and more astute in their media selections. If and when the excess profits tax is eased, still more care will be exercised in investing advertising appropriations. When this happens, radio will be sought out by even more advertisers."

COLD REMEDIES JOCKEY FOR AIR TIME

Annual rush among the manufacturers of those products to get early-morning radio time is underway. Only a few will take other hours, while a single firm is thinking about TV.

THE cold war has begun.

Manufacturers of cough and cold remedies have started their annual battle for early-morning radio time with at least four advertisers known to be lining up fall availabilities already and with others expected to follow shortly.

Radio and the pre-work hours of the morning have come to be recognized among cold remedy clients as the most favorable combination for the successful advertising of their products, and while some of the advertisers will spill over into noon and nighttime promotion, and one of them is contemplating television, those purchases promise to be more or less in the nature of supplemental buys to their basic morning radio schedules.

The advertisers currently planning fall campaigns are Monticello Drug, Pertussin, Vick Chemical, and Grove Labs.

Monticello Drug Co., Jacksonville, Fla. (666 Cold preparations), through its agency, Charles W. Hoyt, New York, is starting its exploration in early-morning radio with a 75-market list in mind. Campaign will probably start Oct. 1 with one-minute electrical transcriptions. The budget probably will be increased over that of last year.

Seeck & Kade, New York (Pertussin), through Erwin, Wasey & Co., New York, is planning to use live one-minute announcements and some E.T.'s in about 100 radio markets. Contracts will run from 20 to 30 weeks. Several TV markets will be used for a similar period of time.

Vick Chemical Co., New York (Vick products), through Morse International, same city, is beginning to prepare its annual fall campaign using about 100 markets starting late in September or early in October.

Grove Labs., St. Louis, through Harry B. Cohen Adv., New York, will be beginning its timebuying plans shortly in more than 150 markets, using radio time periods, morning, noon and night. Kickoff date usually is around last week in September or early October.

Some Riordan Clients, Staff Join Roy S. Durstine, L. A.

ROY S. DURSTINE INC. will take over part of the personnel and clients of the John H. Riordan Co., Los Angeles, which will be liquidated, it was announced last week.

Effective today (Monday), John H. Riordan, head of the Riordan firm, will join Durstine in an executive capacity; Ernest Schroeter, art director, and Ann Johnson, office manager, also will make the change in similar capacities.

Among the accounts switching to the Durstine organization are the Doyle Packing Co. of New Jersey, packers of Strongheart dog food; Hydro-Aire Inc., aviation subsidiary of the Crane Co., and the Vogue Rubber Co.

Gunther Brewing Buys Colts Radio-TV Rights

RADIO-TV rights to the Baltimore Colts 1953 football schedule have been bought by Gunther Brewing Co., Baltimore, Colts President Donald S. Kellett announced last week.

The Baltimore radio and TV outlets to be used will be announced in the near future, according to Arthur Goldman, Gunther advertising director. The Colts, members of the National Football League, will play six pre-season and 12 league games, with Gunther carrying radio play-by-play for all games if facilities permit.

The Colts earlier sold part of their schedule to DuMont Television Network, but Gunther has bought the remainder and intends to televise back to Baltimore those games in cities with available TV facilities.

Gunther also will sponsor a mid-week *Quarterback Show*, which will be carried by both radio and TV.

* * *

PURCHASE of radio-TV rights to the Baltimore Colts is toasted by (l to r): Seated, Leroy Cohen, vice president, and Abraham Krieger, president, both Gunther, and Don Kellett, Colts manager; standing, Sam Banks, Colts publicity director; Arthur Goldman, advertising director, and Hugh McLaughlin, general sales manager, both Gunther.

Ford Anniversary Show May Cost $300,000

PRODUCTION costs of Ford Motor Co.'s two-hour, two-network 50th anniversary TV show tonight (Monday) will range from $200,000 to $300,000—more than the cost of a Broadway musical—Producer Leland Hayward estimated last week. This figure does not include time costs for the 114-station hookup of the NBC-TV and CBS-TV networks.

To be presented 9-11 p.m. EDT, the show will be a cavalcade in drama, music, song, dance, comedy and factual recreation of historic events of the past 50 years. It will carry no commercials. Mr. Hayward, noted Broadway producer making his TV debut, said that whereas the program will run 118 minutes on the air, its length at the start of rehearsals was eight hours. Ten days ago about an hour of running time still remained to be condensed or deleted.

The show will be presented live, with participants including such stars as Ethel Merman, Howard Lindsay and Dorothy Stickney, "Ollie" of *Kukla, Fran and Ollie*, Wally (*Mr. Peepers*) Cox, Marian Anderson, Rudy Vallee, Frank Sinatra, Teddy Wilson and Eddie Fisher. Only three stars will be introduced: Oscar Hammerstein 2d, Mary Martin and Edward R. Murrow, who will serve as commentators.

Phila. Baseball TV Plans

ATLANTIC Refining Co., Chesterfield Cigarettes and Valley Forge Beer jointly will sponsor 12 major league night baseball games in Philadelphia, with each of the three local TV stations carrying two of the Athletics' and two of the Phillies' contests, it was announced last week. WCAU-TV will carry the first game between the Athletics and the Cleveland Indians, on Thursday night; WPTZ (TV) will carry the second game, on June 23, and WFIL-TV the third, on July 1. Telecasts will be rotated among the stations in that order for the rest of the TV schedule, which ends with a Sept. 2 contest.

Two Executives Join D-F-S

TWO executives are joining Dancer-Fitzgerald-Sample, New York, this month: Walter C. Schier, an attorney who has been in the CBS Business Affairs Dept. for five years and who moves to the agency's radio-TV department June 22, and Lawrence D. Benedict, account executive with Compton Adv., who will be on the Nestle Co. account for D-F-S.

NEW BUSINESS

Philip Morris Cigarettes, N. Y., to sponsor *Pentagon Confidential* dramatic series based on files from Criminal Division of U. S. Army, effective Aug. 6, Thurs., 10-10:30 p.m., on CBS-TV. Agency: Biow Co., N. Y.

Edison Chemical Co., Chicago (Dermassage), is buying 15-minute program on radio stations of Columbia Pacific Network. Agency: Louis Block Adv. Agency, Chicago.

Procter & Gamble (Tide), Cincinnati, to sponsor half-hour audience participation show on NBC-TV, Mon.-Fri., 4-4:30 p.m., starting today (Mon.). Agency: Benton & Bowles, N. Y.

Beatrice Foods Co., Chicago (Meadow Gold butter, La Choy products), plans to buy radio

COLGATE-Palmolive-Peet Board Chairman E. H. Little (r) receives an honorary Doctor of Laws degree from Davidson College, N. C., and congratulations from Joseph McConnell, C-P-P president. Mr. Little was principal speaker at the commencement ceremonies. Radio-TV coverage was handled by WBT-WBTV Charlotte.

and TV spot announcements in fall as part of newly launched nationwide advertising campaign for those products. Agency: Foote, Cone & Belding, Chicago.

Lever Bros., N. Y., will sponsor 10 minutes of 9-9:30 p.m. EDT portion of *Hoagy Carmichael* show (Sat., NBC-TV, 9-10:30 p.m. EDT) for 13 weeks, starting last Saturday.

Revere Copper & Brass Inc., sponsors of TV version of *Meet the Press* on NBC-TV, Sun., 6-6:30 p.m. EDT, will drop its share of program to alternate weeks instead of every week. A second sponsor will be sought for alternate week starting this fall. Revere has been sponsoring program 52 weeks a year since Oct. 8, 1950.

General Mills has renewed *The Lone Ranger* on ABC Radio, Mon., Wed., Fri., 7:30-55 p.m. EDT, effective May 29 for 52 weeks, using 170 ABC stations. Agency: Dancer-Fitzgerald-Sample.

Willys Motors renews sponsorship of New York Philharmonic-Symphony broadcasts on CBS Radio for second straight season, starting Oct. 11, Sun., 2:30-4 p.m. EST. During summer, sponsor is presenting *World Music Festival* in same time period. Agency: Canaday, Ewell & Thurber, N. Y.

Lambert Pharmacal Co., St. Louis (Listerine), to sponsor six half-hour dramatic films, *The Summer Theatre,* distributed by Consolidated Television Sales, on ABC-TV on alternate Fridays, 8-8:30 p.m., as summer replacement for *Ozzie & Harriet,* effective July 3. Agency: Lambert & Feasley, N. Y.

Kellogg Co., Battle Creek, Mich., has renewed for 52 weeks the 4:30-4:45 p.m. segment of *Howdy Doody,* Tues. and Thurs., on NBC-TV, effective June 2. Agency: Leo Burnett Co.

AGENCY APPOINTMENTS

Whitehall Pharmacal Co., N. Y., names Harry B. Cohen Adv. Co., N. Y., to promote two new products for company. Media plans are being set.

Union Oil Co. of California, L. A. (petroleum products), appoints Young & Rubicam Inc., that city.

UNITY TELEVISION BUYS $1 MILLION PACKAGE WITH 80 FEATURE FILMS

The transaction, described as one of the largest in the industry, was completed with Major Attractions Inc. Mayers, Unity head, says they will be released to the TV market as the "Plus 80" package.

PURCHASE of $1 million package of 80 feature films from Major Attractions Inc. was announced Wednesday by Unity Television Corp. in a transaction described as "one of the largest to be completed in the TV film industry."

Arche Mayers, Unity president, noted that the 80 motion pictures represent a minimum production cost of $40 million. They will be released for the first time to the television market, he added, under the program heading of the "Plus 80" package.

Included in the package are such films as "Anna Karenina," "An Ideal Husband," "Wanted For Murder," "Uncensored," "I Am a Stranger," "Bad Men of Arizona," "Dangerous Years," "Half-Past Midnight," "Tucson," "Roses Are Red," and "Charlie Chan" features.

Among the stars who will be seen in the films are Gary Cooper, Vivien Leigh, Stewart Granger, Ray Milland, Ralph Richardson, Burgess Meredith, Marilyn Monroe, Jeff Chandler, Cesar Romero, Virginia Field, J. Carroll Naish, and Lynn Bari.

The package will be released under the sub-headings of "All-Star Adventure Classics," "International Masterpieces," "Hollywood Major Package" and "Charlie Chan Features."

Declaring that the new package in conjunction with the regular catalogue of 1,001 titles "emphatically gives Unity TV motion picture leadership," Mr. Mayers added:

"Regardless of what others may say, Unity believes motion pictures are the basis of good entertainment and economic telecasting. Now that we have the best Hollywood names to present, we are confident our faith will be justified. The old stations need film; the new stations need encouragement. Our ability to supply both should be a great inspiration to stations, agencies and sponsors."

'Hopalong' Sold in 113 Areas; Two Other Series Offered

SALES of the *Hopalong Cassidy* film series have reached a total of 113 markets, John B. Cron, national sales manager for the NBC Film Div., announced last week. At the same time, Robert W. Sarnoff, vice president of the division, announced two film series, *The Cop* and *Captured,* will be offered for syndication.

The latest film sales of *Hopalong Cassidy,* which marked its 250th consecutive weekly telecast June 13, were to KSWS-TV Roswell, N. M., KTXL-TV San Angelo, Tex., and the Jack Lacey agency for sponsorship by Robert Dairy Co. in the Lakeland-Orlando, Fla., market.

Mr. Cron reported that *Dangerous Assignment* has been sold in 110 markets; *Victory at Sea,* 32; *Douglas Fairbanks Presents,* 74, and *The Visitor,* 19.

Mr. Sarnoff, in discussing the films being offered for syndication, said local stations and local and regional sponsors will be offered 48 half-hour films of *The Cop* (former episodes of *Dragnet*) and 26 half-hour films of *Captured* (formerly *Gangbusters.*)

WRVA Buys 'Movietown'

PURCHASE of the Frederic W. Ziv Co. program, *Movietown Radio Theatre,* by WRVA Richmond, CBS outlet, for on-the-air promotion for the station, its sponsors and programs was announced last week by Alvin E. Unger, Ziv radio vice president.

TWO-DAY meeting of stockholders, officers and directors draws these prominent TV executives associated with the newly-reorganized Vitapix Corp., film rental and distribution syndicate. Chatting informally between sessions at Chicago's Drake Hotel are (l to r) seated, Richard A. Borel, WBNS-TV Columbus, Ohio; Frank E. Mullen, Vitapix president, who presided over the sessions; John E. Fetzer, WKZO-TV Kalamazoo-Grand Rapids and WJEF-TV Grand Rapids, Vitapix board chairman; J. Leonard Reinsch, WSB-TV Atlanta and WHIO-TV Dayton; Joseph A. Baudino, WBZ-TV Boston; Paul A. O'Bryan, Dow, Lohnes & Albertson, Washington, D. C.; standing, G. Richard Shafto, WIS-TV Columbia, S. C.; Kenyon Brown, KWFT-TV Wichita Falls, Tex., and KRTV (TV) Little Rock, Ark.; Don Campbell, Hollywood, Vitapix treasurer; Robert H. Wormhoudt, Vitapix executive vice president; Horace L. Lohnes, Dow, Lohnes & Albertson, and William F. Broidy, William F. Broidy Productions, Vitapix vice president. TV station owners are stockholders in the plan.

MITCHELL TO HEAD BRITANNICA FILMS

MAURICE B. MITCHELL, vice president and director of Muzak Corp. and general manager of Associated Program Service, transcription library division, last Wednesday was elected president of Encyclopaedia Britannica Films Inc. All three companies are controlled by William B. Benton.

Mr. Mitchell

In electing Mr. Mitchell, the EBF board again broadened Mr. Mitchell's responsibilities in the organization, which he joined two years ago. He succeeds Walter Colmes as EBF president. Mr. Colmes had joined the organization in 1951. Mr. Mitchell will move from New York to Chicago.

EBF produces and distributes educational films to schools, universities and other groups. It is located in Wilmette, Ill., near Chicago. The product includes films for use in the U. S. and Canada along with similar films in a large number of foreign tongues. Although EBF films were not designed for television, they have been released for that purpose through APS and are used in many nations.

Films Inc., subsidiary of EBF, holds rights for distribution of 16 mm versions of Twentieth Century-Fox and Warner Brothers feature releases but these do not include television rights. Also owned and operated is Instructional Films Inc., distributing educational films produced by independent producers and distributed by the EBF national sales organization. EBF operates nine film exchanges and has its own staff of producers, writers, film editors and others.

Mr. Mitchell was the original director of the old NAB's Broadcast Advertising Bureau, setting it up in 1949. Before joining NAB in 1948 he had been general manager of WTOP Washington. He had joined CBS after World War II service. His business career started on the advertising staff of the *New York Times.* After running a country weekly that won a number of national awards he became advertising manager of the *Ogdensburg* (N. Y.) *Journal,* of the Gannett group. He was with the Gannett papers six years and served also in Rochester and Albany.

In the sales and advertising fields Mr. Mitchell is known for development of many basic promotion devices now in general use at radio and TV stations. He has conducted sales clinics and the texts are extensively employed in the sale of time. He has taught public relations, merchandising, radio and advertising at nine universities. In 1948 he was named secretary of the All-Radio Presentation Committee and he has served on a large number of advertising and media committees.

Kling Buys Hollywood Land

KLING Studios Inc., Chicago, last week announced the expansion of its west coast operations with the purchase of a large tract of land on Hollywood Blvd. in the film capital. Kling will continue to maintain studios at 6650 Sunset Blvd., Hollywood, location of Ray Patin Productions, Kling's annimated division.

NBC Adds Film Cameramen, Enlarges TV News Coverage

IN MOVES designed to enlarge its global television news film operations, NBC announced last week the addition of two camera correspondents in the Far East and the completion of an exchange agreement with Radio Italiana Televisione.

New Correspondents

The new correspondents are Robert A. Hecox, of Bad Axe, Mich., and Yung Su Kwon, a Korean, both of whom will cover the Japan-Korea area. Mr. Hecox, a former U. S. Army cameraman, has been working in Europe for Paramount Newsreel. Mr. Kwon has been shooting combat films since the Korean war began and already has received assignments from NBC.

The exchange agreement with RIT is similar to arrangements NBC has made with other organizations, including BBC, Pathe Journal in France, Cine Journal Suisse in Switzerland, Polygoon in Holland, and Belgavox in Belgium. The Italian company will provide NBC with film coverage of Italy with rights for TV showing in U. S. in return for NBC's daily syndicated newsreel.

UTP Sales $125,000

SALES totaling more than $125,000 during the first week of June were reported last week by United Television Programs, which said this figure represented 26 new contracts. Officials reported *Look Photoquiz* was sold for 52 weeks in seven markets; *Studio Telescription* library was sold on two-year contracts in seven markets; *Royal Playhouse* in six; *Heart of the City* in four; *Old American Barn Dance* in four; *Counterpoint* in three, and four other properties in one market each.

NBC Film Standards

DESIGNED to assist both the advertiser's agency and the station, a newly-published "NBC Commercial Film Standards Booklet" has been mailed to a list of agencies, film producers and stations.

The new booklet was described as the work of Stan Parlan, supervisor of NBC's broadcast film operation, who compiled a similar pamphlet in 1950. After publication of the first standards booklet in 1950, the network said, the percentage of film spots rejected by stations dropped to 3% from a high of 50% in 1949.

Weiss & Co. Budget Plan Offered for TV Package

LOUIS WEISS & Co., Los Angeles, is offering a 157-hour film library package to TV stations on a weekly budget plan. Contract calls for exclusive and unlimited runs over an 18-month period at a weekly cost equal to station's initial one-hour Class A time, regardless of rate increases during the run of the contract.

Under the print distribution plan, a station whose rate is $200 per hour would receive 628 hours of programming over an 18-month period at an average cost of $25 per hour, showing the films on a four-run basis.

Program groups include 26 half-hour *Craig Kennedy Criminologist,* 13 half-hour *Thrill of Your Life* and 13 quarter-hour *Canine Comments.* Also included are 51 hour-long western feaures, 26 features films, 26 ten-minute *People & Places,* 14 seven-minute Walt Disney and "Krazy Kid" cartoon shorts, three five-hour 15 episode serials, eighty-nine 20-minute slapstick comedies and others.

First station to sign with Weiss is KVEC-TV San Luis Obispo, Calif., represented by manager Jack Wasson. Videofilm Assoc. represents Weiss in San Francisco.

Film Sales

Schaefer Wright Corp., Portland, Ore. (home appliances), has started the weekly half-hour *Ethel Barrymore Theatre* on KPTV (TV) that city, for 13 weeks from May 28. The series is produced by **Interstate Television Corp.,** Hollywood. Agency is **Jim Diamond Adv.,** Portland. KPIX (TV) San Francisco started the weekly half-hour *The Amazing Tales of Hans Christian Andersen,* film series distributed by Interstate, for 26 weeks from May 21.

●

WBAL-TV Baltimore has acquired rights to *Custer's Last Stand,* a 15 half-hour episode serial, from **Louis Weiss & Co.,** Los Angeles. Arrangements were concluded by **Victor Campbell,** station program director, and **Harry Wright,** distribution firm's Baltimore representative.

●

Los Angeles Brewing Co., L. A. (Eastside), starts weekly half-hour *City Detective* on KNBH (TV) Hollywood for 52 weeks from today (Monday). The series, filmed by **Revue Productions,** North Hollywood, stars **Rod Cameron.** Agency: **Warwick & Legler Inc.,** L.A.

●

Lewis & Martin Films Inc., Chicago, announces completion of 10- and 15-minute "commercial story" films for the **Grant Tool Co., Garden of Eden** and **Auto-Grant Co.** (through **Arthur Meyerhoff Co.); Homemaid Inc.** (through **Morlock Adv.),** and **Windsor Creme Co.** (direct).

Production

Workshop Productions Inc. is the name of a new Hollywood company formed to produce two television film series, *Variety Theatre* and *Our United States.* Both series will be distributed by **George Bagnall & Assoc.,** Hollywood.

Officers of the firm, headquartered at United Producers Studios, include **Ernest Baumeister,** president; **Paul Garrison,** vice president and executive producer; **Lee Perkal,** secretary-counsel; **Edwin Gillette,** treasurer, and **Lester M. Cook Jr.,** general manager.

●

Wigmar Productions, a new firm, plans to

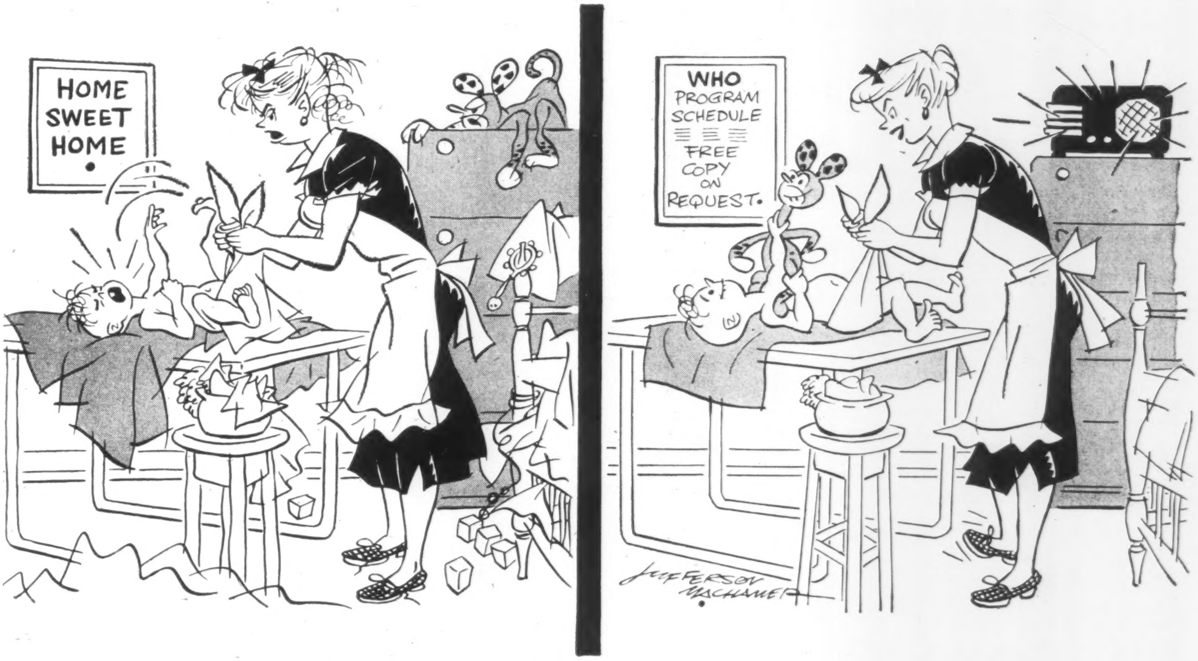
Film Series Planned

PLANS to produce a TV film series around the book, *Marital Infidelity,* by Dr. Frank S. Caprio, Washington psychiatrist, were announced last week by Ben Grauman, New York public relations counsel and screen writer-producer. Mr. Grauman, who has acquired television and motion picture rights to the book, said that production on the TV film series is expected to begin in New York in the fall. He added that the book, which deals with case studies of martial discord and offers possible solutions, has been selected by the Pastoral Psychology Press as its August book-of-the-month selection for distribution to its 5,000 clergymen members.

IOWA PEOPLE

Work-Play-Live

BY RADIO!


HOME SWEET HOME
WHO PROGRAM SCHEDULE FREE COPY ON REQUEST.
JEFFERSON MACHAMER

Iowa Radio Users Spend More Than Twice As Much Time With Radio As With All Other Media Combined!

Ever wonder what women do, all day long? Well, we know so far as Iowa radio users are concerned—information gathered from thousands of diaries kept for the 1952 Iowa Radio-Television Audience Survey. Here it is:

WEEKDAY	**WOMEN (Over 18)**
Using the radio	**5.75 HOURS**
Watching television	**1.56**
Reading daily newspaper	**0.49**
Reading weekly newspaper	**0.08**
Reading a magazine	**0.39**
Working in the home	**6.06**
All other (eating, etc.)	**3.35**
Total, at Home and Awake*	**12.90**

*Above figures are for in-home listening only—do not include hours spent listening to car radios, etc. Column does not add to this "Total home" figure because of multiple-activity by some individuals.

Please note that Iowa women spend more time with radio than with any other single activity except working.

Iowa people spend more time with WHO than with any other Iowa station. Write for your copy of the Survey, today. You'll find it invaluable.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.

National Representatives

produce a half-hour television film series called *The Narcotics Pusher*. A company representative said technical cooperation had been promised by the Los Angeles Police Dept., the Narcotics Bureau and other government agencies.

Principals in Wigmar Productions are **William Orwig** and **Les Lamarr.** Producer of *The Narcotics Pusher* will be **George Carillon. Al Martin** is writing the series.

•

Norstone Productions Inc., Hollywood, headed by San Francisco businessman **J. Robert Norberg,** has been formed to produce *Off the Record*, a half-hour TV film series which will preview a new Victor, Columbia, Decca and Capitol record release on each program. **Irving Salkow,** Orsatti & Co., Beverly Hills talent agency, is vice-president.

Production is expected to start this week at Goldwyn Studios, and **Leroy Prinz,** Warner Bros. producer-director, will serve in the same capacity on the series which will back the records with production numbers. **Barry Trivers** is set as writer and **Irving Friedman** as music director.

•

Joe Palooka Productions, Hollywood, headquartered at Motion Picture Center, has been formed to produce a half-hour TV film series based on the Palooka cartoon strip. **Joe Kirkwood,** star of the motion picture version, has secured all rights from cartoon creator **Ham Fisher** and will act as producer-star. Production starts this week with **Hal Conrad** and **Clark Reynolds** adapting series.

•

Stuart Reynolds, president of **Reynolds Productions,** Beverly Hills, Calif., **Sovereign Productions,** Hollywood, and **Aleen Leslie,** who writes ABC-TV's *Date With Judy*, have completed plans for a quarter-hour television film series, to be called *History in the Making*. The programs will be produced by Sovereign and distributed by Reynolds.

•

Roland Reed Productions, Culver City, goes into production this week on the pilot film in *Waterfront*, a half-hour TV series. **Preston Foster** was signed to portray the leading role of the tugboat captain. Producer **M. Bernard Fox** and **Jesse Lasky Jr.** are adapting the script from their original story.

•

American Pictures, Hollywood, will start shooting June 15 on "Paris Model," an episode feature film which, sometime after theatrical release by Columbia Pictures, will be broken into four segments for television distribution. Starring in the light comedy are **Paulette Goddard, Marilyn Maxwell, Eva Gabor, Tom Conway, Cecil Kellaway** and **Leif Erickson.**

Producer **Albert Zugsmith** plans additional feature films which will be given the same treatment, eventually making a complete television film package. **Alfred E. Green** is the director.

•

Federal Telefilms Inc., Hollywood, with headquarters at Goldwyn Studios, is completing a half-hour pilot film for *The Falcon* TV series, to be presented by **Bernard Schubert.** The film stars **Charles McGraw** in the title role, and **George Waggner** is directing from a script by **Eugene Wang. Buster Collier** and **Harry Joe Brown** are producers.

•

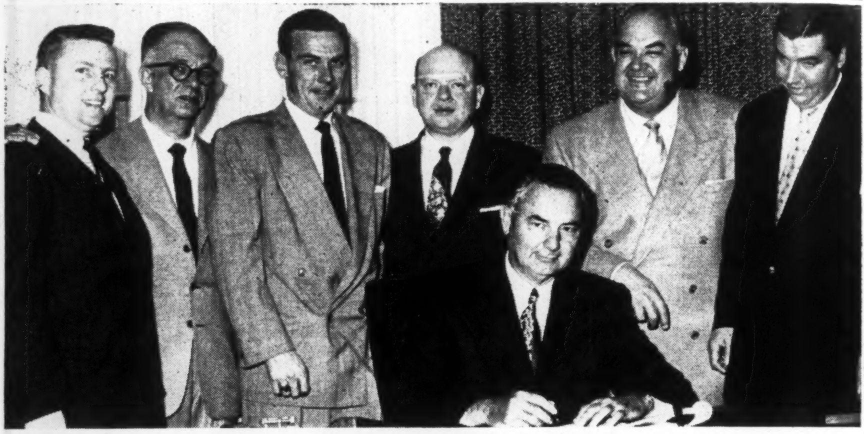
Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., announced that production has begun on *Manhunt*, starring Broderick Crawford, the fifth series in a new group of productions being offered for national and regional sponsorship. According to **Ralph Cohn,** Screen Gems president and general manager, shooting of the pilot film of the new series is already underway in the Hollywood studio of the parent company.

•

Harry Owens Television Productions Inc., Hollywood, headquartered at Swanstrom Studios, has completed the first half-hour film in a proposed series of 26 featuring **Mr. Owens and His Royal Hawaiians.** The program currently is seen live on KNXT (TV) Hollywood and its sponsor, **United Air Lines,** reportedly is interested in the filmed series for national TV distribution. The films, to be shot in both black-and-white and color, may be made on location in Hawaii this summer. **Bob Lehman,** KNXT (TV) director, will direct the series.

•

Revue Productions, North Hollywood, plans to start shooting in mid-July on 26 half-hour films in an untitled anthology series which **Pepsi-Cola Co.,** New York, will sponsor on ABC-TV this fall.



THREE-divisional sale to American Home Products Corp. of 52 half-hour films in *Orient Express*, shown on KECA-TV Los Angeles, brings these men together. They are (l to r) Rol Rider, account executive, Young & Rubicam Inc., Hollywood agency servicing American Home Foods (Chef-Boy-Ar-Dee) and Whitehall Pharmacal (Anacin); Phil Hoffman, manager, KECA-TV; Ned Koenig, station account executive; William Phillipson, general manager, ABC Western Division; Don Wilson, program announcer-host; Wright Nodine, vice-president in charge of West Coast, Geyer Adv. Inc., agency servicing Boyle-Midway (Old English Wax), and (seated) Ross Covert, vice-president, Boyle-Midway and American Home Foods.

•

Chester Erskine Productions Inc., Culver City, with headquarters at RKO Pathe Studios, plans August shooting on first film in half-hour TV series, *Reader's Digest on Television*, in both black-and-white and color. Mr. Erskine, former writer-producer at Universal-International, has secured all video rights to material which has appeared in the magazine for the past 21 years and will serve as executive producer. Associates are **Edward Conne,** vice president in charge of sales; **Joe Brown,** secretary-treasurer and general manager, and **William Stephens,** productions manager. **PSI-TV** has been set to handle the distribution.

•

Superman Inc., Hollywood, starts shooting the second group of 26 half-hour films in *Superman* at California Studios this week. The series, produced by **Whitney Ellsworth,** is sponsored by **Kellogg Co.** on a regional basis. **Tommy Carr** and **George Blair** are alternate directors.

•

Video Pictures Inc., Hollywood, has started production on a second group of 13 half-hour films for the *Hank McCune Show*. Series currently is sponsored in five Western states by **Lewis Food Co.**

•

Jerry Fairbanks Productions, Hollywood, is completing editing on "Flying with Arthur Godfrey," an hour-long film in color, produced by **Eastern Airlines** for approximately $250,000. With **Mr. Fairbanks** as producer-director, the film features **Mr. Godfrey** flying different type planes from "crates" to Eastern's Super Constellation and appearances by **Capt. Eddie Rickenbacker,** firm president, and **Dick Merrill.** TV release plans have not been completed.

•

Reid H. Ray Film Industries, St. Paul, is producing "The Eagles Strength," a 27-minute film designed to show operation of the Air Material Command. Production on the film, which will be narrated by **Edward R. Murrow,** is scheduled to be completed in mid-August.

Reid H. Ray is directing the film. The script was written by **Robert West.** Copies of the film will be made available for non-profit showing.

Representation

Criterion Films, Seattle, producer of film commercials for television, has announced the appointment of **Williams Brothers,** still photography firm in Vancouver, B.C., as its representative in the Canadian city. **Larry Huseby,** director of radio-TV for Howard R. Smith Adv. Agency, Tacoma, also will serve as Tacoma representative for Criterion.

•

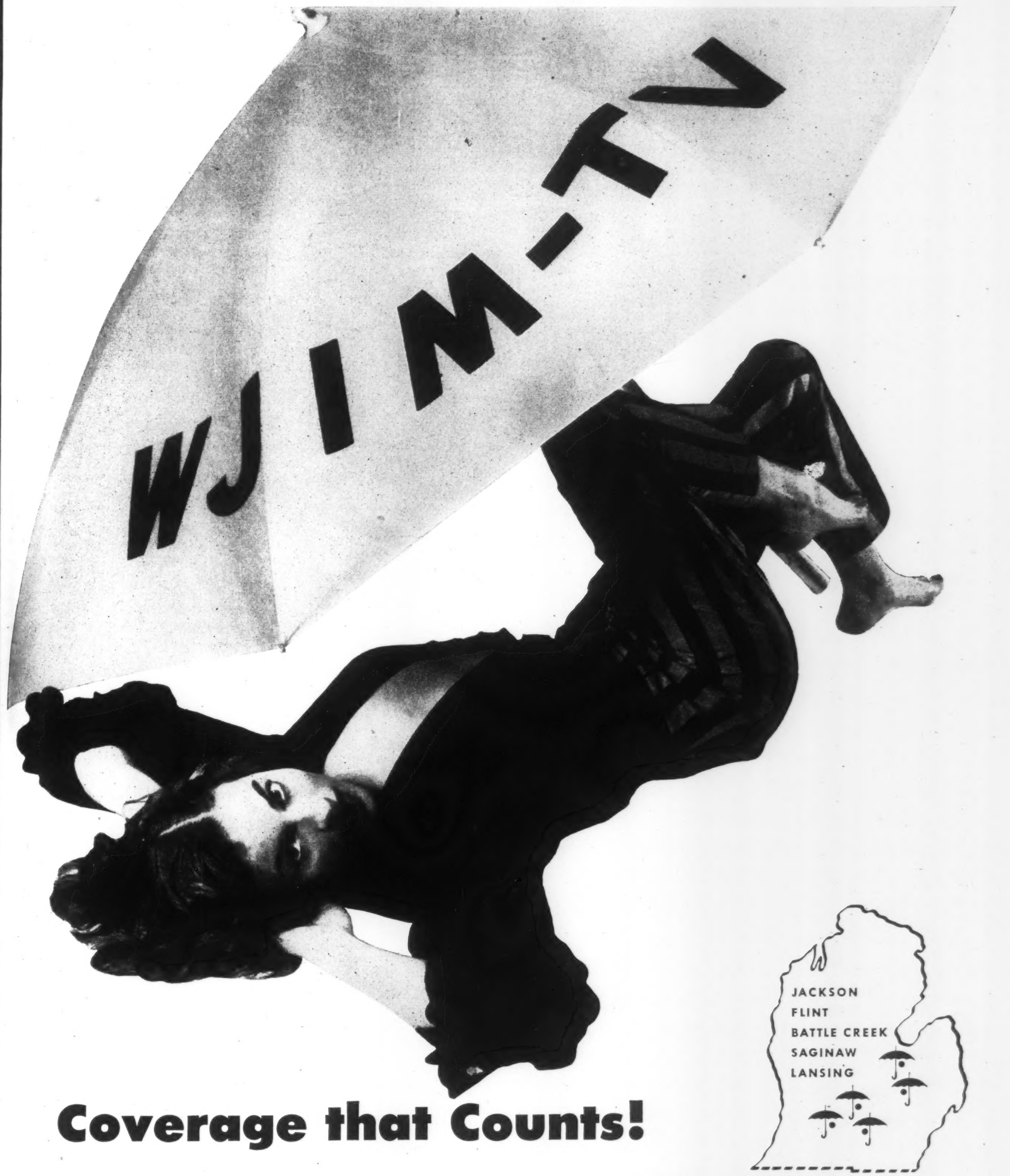
Real George Corp., North Hollywood, has selected **William Morris Agency** to represent *Real George*, a new half-hour film series. The programs star **George O'Hanlon** and are produced and directed by **Richard Bare.**

Film People

Hank Long, account executive with KNXT (TV) Hollywood, joins film sales division of **MCA,** Beverly Hills, in same capacity.

•

Frank P. Dunn, independent producer-director associated with Bob Loewi Productions, New York, to **Fletcher Smith Studios,** TV film producers, that city, in an executive capacity.


WJIM-TV
JACKSON
FLINT
BATTLE CREEK
SAGINAW
LANSING

Coverage that Counts!

WJIM-TV CHANNEL 6

covers 5 major Michigan markets
for NBC, CBS, ABC and DuMont

Truly an Area Station!

H. R. Representatives

Start of the big **WCCO-TV** *Fishing Contest*

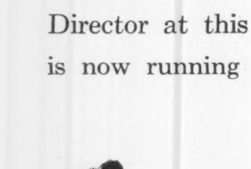
A **TON** *of fish in a television studio!*

Rollie Johnson, Sports Director at this station is now running his 3rd Annual Fishing Contest.

Weekly prizes and season prizes go to the catchers of the biggest fish of each game species found in Minnesota's 10,000 lakes. Each Izaak W. shows his own entry. Prizes, too, are whoppers.

Last year's contest produced a literal total of a ton of entries.

We are sports minded people in the land of Paul Bunyan; and we stay home all summer to have fun at it.



The Paul Bunyan Buy!

WCCO

CBS

MINNEAPOLIS • ST. PAUL

Nationally represented by FREE and PETERS

100,000 WATTS TV Channel 4

RADIO...830kc...50kw and **TELEVISION**...ch 4...100kw...

For dominant coverage of the Northwest Market

TELESTATUS®

Weekly TV Set Summary—June 15, 1953—TELECASTING SURVEY

itor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn fidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive eks. Totals for each market represent estimated sets within coverage area of stations in that market. Where verage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets use of U. S., however, is unduplicated estimate.

City	Outlets on Air	Sets in Area vhf	Sets in Area uhf
buquerque	KOB-TV	26,434	....
toona	WFBG-TV	177,034	....
marillo	KGNC-TV, KFDA	25,858	....
mes	WOI-TV	131,964	....
n Arbor	WPAG-TV	....	8,000
lanta	WAGA-TV, WSB-TV WLWA	330,000	....
lantic City	WFPG-TV	....	12,275
stin	KTBC-TV	36,936	....
ltimore	WAAM, WBAL-TV WMAR-TV	478,944	....
ttle Creek	WBKZ-TV	....	30,200
ngor	WABI-TV	18,685	....
ton Rouge	WAFB-TV	....	18,000
llingham	KVOS-TV	....	....
thlehem	WLEV-TV	....	....
nghamton	WNBF-TV	104,300	....
rmingham	WAFM-TV, WBRC-TV	157,000	....
oomington	WTTV	230,000	....
ston	WBZ-TV, WNAC-TV	1,053,837	....
idgeport	WICC-TV	....	11,031
ffalo	WBEN-TV	353,759	....
arlotte	WBTV	325,490	....
icago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,510,000	....
ncinnati	WCPO-TV, WKRC-TV WLWT	413,000	....
eveland	WEWS, WNBK, WXEL	768,249	....
lorado Springs	KKTV	19,869	....
lumbia	WCOS-TV	....	24,115
lumbus	WBNS-TV, WLWC, WTVN	287,000	....
llas- Ft. Worth	KRLD1TV, WFAA-TV, WBAP-TV	272,000	....
venport	WOC-TV	203,000	....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
yton	WHIO-TV, WLWD	278,000	....
nver	KFEL-TV, KBTV	150,362	....
troit	WJBK-TV, WWJ-TV WXYZ-TV	850,000	....
uluth	WFTV (TV)	....	....
mira, N.Y.	WTVE (TV)	....	....
l Paso	KROD-TV, KTSM-TV	26,226	....
ie	WICU	185,00	....
rgo, N.D.	WDAY-TV	....	....
. Lauderdale	WFTIL-TV	....	....
. Worth- Dallas	WBAP-TV, KRLD-TV, WFAA-TV	272,000	....
alveston	KGUL-TV	235,000	....
rand Rapids	WOOD-TV	237,643	....
reen Bay	WBAY-TV	....	....
reensboro	WFMY-TV	172,374	....
arrisburg	WHP-TV	....	35,000
olyoke	WHYN-TV	215,000	....
onolulu	KGMB-TV	21,500	....
ouston	KPRC-TV	242,450	....
untington- Charleston	WSAZ-TV	200,432	....
dianapolis	WFMB-TV	342,000	....
ckson	WJTV	....	17,138
cksonville	WMBR-TV	118,000	....
hnstown	WJAC-TV	666,881	....
alamazoo	WKZO-TV	295,000	....
ansas City	WDAF-TV	294,467	....
ansing	WGAL-TV	224,961	....
ncaster	WJIM-TV	180,321	....
awton	KSWO-TV	28,799	....
ima	WLOK-TV	....	....
incoln	KOLN-TV	57,478	....
ittle Rock	KRTV	....	30,000
os Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA, KNXT, KTTV	1,579,375	....
ouisville	WAVE-TV, WHAS-TV	240,828	....
ubbock, Tex.	KDUB-TV, KCBD-TV	27,064	....
ynchburg	WLVA-TV	55,000	....
adison	WMTV	....	....
atamoros (Mexico), Browns- ville, Tex.	XELD-TV	27,300	....
Memphis	WMCT	209,756	....
Miami	WTVJ	178,500	....
Milwaukee	WTMJ-TV	433,649	....
Minn.-St. Paul	KSTP-TV, WCCO-TV	371,000	....
Minot	KCJB-TV	....	....
Mobile	WALA-TV, WKAB-TV	24,000	23,000
Montgomery	WCOV-TV	....	7,700
Muncie	WLBC-TV	....	....
Nashville	WSM-TV	117,450	....
New Britain	WKNB-TV	....	61,789
New Castle	WKST-TV	....	35,573
New Haven	WNHC-TV	354,000	....
New Orleans	WDSU-TV	182,111	....
New York- Newark	WABA-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,520,000	....
Norfolk- Portsmouth- Newport News	WTAR-TV	173,729	....
Oklahoma City	WKY-TV	213,266	....
Omaha	KMTV, WOW-TV	187,342	....
Peoria	WEEK-TV	....	41,125
Philadelphia	WCAU-TV, WFIL-TV WPTZ	1,233,000	....
Phoenix	KPHO-TV, KTYL-TV	67,400	....
Pittsburgh	WDTV	641,000	....
Portland, Ore.	KPTV	....	93,142
Providence	WJAR-TV	1,043,320	....
Pueblo	KDZA-TV	19,000	....
Reading	WHUM-TV	....	84,748
	WEEU-TV	....	....
Richmond	WTVR	169,617	....
Roanoke	WROV-TV, WSLS-TV	83,000	21,102
Rochester	WHAM-TV	184,000	....
Rockford	WTVO	....	21,452
Rock Island	WHBF-TV	203,000	....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Roswell	KSWS-TV	....	....
Saginaw- Bay City- Midland	WKNX-TV	....	30,060
St. Louis	KSD-TV	502,000	....
St. Petersburg	WSUN-TV	....	....
Salt Lake City	KDYL-TV, KSL-TV	124,600	....
San Antonio	KEYL, WOAI-TV	144,360	....
San Diego	KFMB-TV	182,300	....
San Francisco	KGO-TV, KP' KRON-TV	611,680	....
San Luis Obispo	KVEC-TV	....	....
Schenectady- Albany-Troy	WRGB	271,500	....
Seattle-Tacoma	KING-TV, KTNT-TV	263,000	....
Sioux City	KVTV	47,208	....
Sioux Falls	KELO-TV	36,000	....
South Bend	WSBT-TV	43,781	36,531
Spokane	KHQ-TV, KXLY-TV	30,686	....
Springfield, Mass.	WWLP	....	....
Springfield, Mo.	KTTS-TV	21,991	....
Syracuse	WHEN, WSYR-TV	220,041	....
Tacoma-Seattle	KTNT-TV, KING-TV	263,000	....
Tijuana (Mexico) San Diego	XETV	205,926	....
Toledo	WSPD-TV	226,000	....
Tucson	KOPO-TV	....	....
Tulsa	KOTV	144,460	....
Utica-Rome	WKTV	93,000	....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	....
Wichita Falls	KWFT-TV, KFDX-TV	33,000	....
Wilkes-Barre	WBRE-TV	.....	75,000
Wilmington	WDEL-TV	139,168	....
York	WSBA-TV	....	54,676
Youngstown	WFMI-TV, WKBN-TV	....	35,508
Zanesville, O.	WHIZ-TV	....	....

otal Stations on Air 171 * Total Markets on Air 117 *

*Includes XELD-TV Matamoros, Mexico and XETV Tijuana, Mexico

Total Sets in Use 23,834,461

Station
KRLD TV
Dallas

Texas' Most Powerful Television Station

★

SERVES THE LARGEST
TELEVISION MARKET...
Southwest
DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

272,000

TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why
KRLD-TV
is your best buy

Channel 4 . . . Represented by
The BRANHAM Company

XUM

RADIO-TV RESEARCHERS BLAST 'LIFE' AUDIENCE STUDY REPORT

"Highly inaccurate," say the broadcast men who feel the electronic media are getting the short end of the deal. The magazine survey purports to compare accumulative audiences—and concludes that magazines get the top share.

COMPARISONS between accumulative audiences of magazines, newspaper supplements, radio programs and TV programs, made by *Life* magazine in a new advertising research study, "A Study of Four Media," are being called "highly inaccurate" and even harsher terms by broadcast researchers.

The study announced today (Monday) by *Life's* publisher, Andrew Heiskell, was made for *Life* by Alfred Politz Research Inc., the organization that also made studies of *Life's* own cumulative and repeat audience in 1950 and 1952. It purports, according to Mr. Heiskell, to "make available for the first time data with which an advertiser can analyze the accumulative audiences of several important media."

These media are: Magazines—represented by *Ladies' Home Journal, Life, Look, Saturday Evening Post;* newspaper supplements—represented by *This Week;* radio programs—represented by *Amos 'n' Andy, Charlie McCarthy, Jack Benny, Lux Radio Theatre;* TV programs—represented by *Colgate Comedy Hour, Fireside Theatre, Red Skelton, Texaco Star Theatre,* and *Your Show of Shows.*

Interviews for the study were made of a sample said to be representative of all U. S. residents ten years of age or over. Radio and TV programs selected for the study were those rated by Neilsen as reaching the most homes for the period ending Dec. 10, 1951. Walter Winchell was originally included in the radio list, but was dropped after illness forced him off the air.

Respondents in the survey were interviewed six times during a 12-month period to cover magazines and programs in all parts of the year. "All persons who listened or watched a program 'within the past seven days' were counted as listeners or viewers for that particular program during that 'wave' of interviews," *Life* explained.

Comparable Measurements

"Any study which attempts to make comparable measurements of printed media with broadcast media is faced with an impossible task," according to Edward Miller, research director of *Life*. "While audience measurements for both were made comparable as far as *opportunities* were concerned, the *units* measured cannot be made comparable.

"One cannot say, for example, that 50 hours of broadcasting is comparable to 500 pages of reading and picture matter," he said. "Consequently, a subjective decision had to be made as to what units were to be used for the various media, i.e., for purposes of the study, the unit for printed media is the individual issue, for air media, the radio or TV program."

Study found the six-issue audience for *Life* to be 60,500,000 individuals—50.6% of the total ten-year-old-or-over U. S. public. The six-issue audiences of the other magazines were: *Look*—41.8%; *Ladies' Home Journal* — 23.9%; *Saturday Eevening Post* — 29.6%. For *This Week* the six-week audience was shown as 35.3%.

Because of cancellations caused by the 1952 political conventions, a strike of TV engineers, a change (*Texaco Star Theatre*) to a three-week-in-four schedule and other reasons, the survey could not be based on 32 separate programs for each radio and TV show, *Life* explained. Results for the broadcast media are reported as four-broadcast audiences which were: For radio—28.4% or 34 million listeners; for TV—38.2% or 45,750,000 viewers.

Breaking down these totals on the basis of repeat audience, *Life* reported that radio's 34 million listeners include 27.7 million who hear one or two broadcasts, 6.3 million who hear three or four. Similarly, the TV repeat audience includes 31 million seeing one or two telecasts, 14.75 million who see three or four.

Comparably, the *Life* audience was shown as including 34.8 million persons who read one or two issues, 15.25 million who read three or four, and 10.45 who read five or six issues. Similar analyses were made of repeat audiences of the other publications included in the study.

"Radio and television are really getting the short end of the deal in this study," Harper Carraine, research director, CBS Radio, told B•T. "This is no simple comparison of apples and oranges; this is comparing houses with rooms—magazine houses with radio and TV rooms."

Advertisers Buy Space

An advertiser in a magazine does not buy the whole magazine but just space for his ad, Mr. Carraine pointed out, just as he does not buy a station or network but only time for his program. To compare an entire magazine's audience with the audience of a single broadcast program would be ridiculous, he said, if it were not for the fact that some advertisers may be misled by the *Life* presentation of its survey's findings.

"A more fair comparison might be made by taking the number of people who 'noted' a magazine advertisement on the one side and those who heard a radio program or viewed a TV show on the other," Mr. Carraine said. Taking 25% as a fair if not generous figure for readers noting a black-and-white magazine page, he commented, would place the total six-issue number of readers of a typical *Life* page ad at 25% of 60.5 million or 12.125 million, a more equitable balance with the four-broadcast radio audience of 34 million and the four-broadcast TV audience of 45.75 million.

Perhaps an even fairer comparison would be between the broadcast program audience and the number of magazine readers reporting that they "read most" of an advertisement, Mr. Carraine said. This would give the magazine one-page ad between 6% and 7% of the magazine's total readership, he noted, or about 4 million individuals who read a typical *Life* ad, against the 34 million hearing a radio program or the 45.75 million viewing a TV show.

"I wish we knew how to make a valid comparison between printed and broadcast advertisements," Mr. Carraine commented. "Some day we will, and *when we do* we won't start out our report by saying it is impossible to compare the two and then going ahead and doing it."

Hugh M. Beville, NBC research and planning director, also regarded it as "basically wrong" to compare entire issues of magazines with individual radio and TV programs—a comparison which, he noted, radio and TV have been protesting for years but which he said in this case seemed to go to new extremes.

Mr. Beville also held the comparison between media uncomparable in another way—that is, persons being interviewed were shown copies of the magazines involved, but for the questions on radio and TV programs no such aided-recall factor was provided in the form of a playing of the radio program or showing of a film or kinescope of the TV program. And yet, Mr. Beville added, when the Politz organization a few years ago was making a study of the extent to which people recall commercials, it did play back the commercials to the persons interviewed.

SRA FIXES METHOD FOR RATINGS USE

SINCE buyers of time insist on and persist in projecting program rating figures against total audience data, despite the statistical impropriety of this practice, the Audience Research Committee of Station Representatives Assn. has devised a method for such projections which the committee believes is in general preferable to other methods currently in use.

Pointing out that "a rating, by definition, is a percentage of the total number of radio homes in the rating area," SRA said. "First find out what the rating area is: A city, a county, a group of counties." Then follow this three-step procedure:

"1. Multiply the total number of radio homes in this rating area by the rating. This gives the listening audience in the rating area.

"2. Calculate this listening audience as a per cent of the Nielsen (NCS) or Baker (SAMS) audience in the rating area.

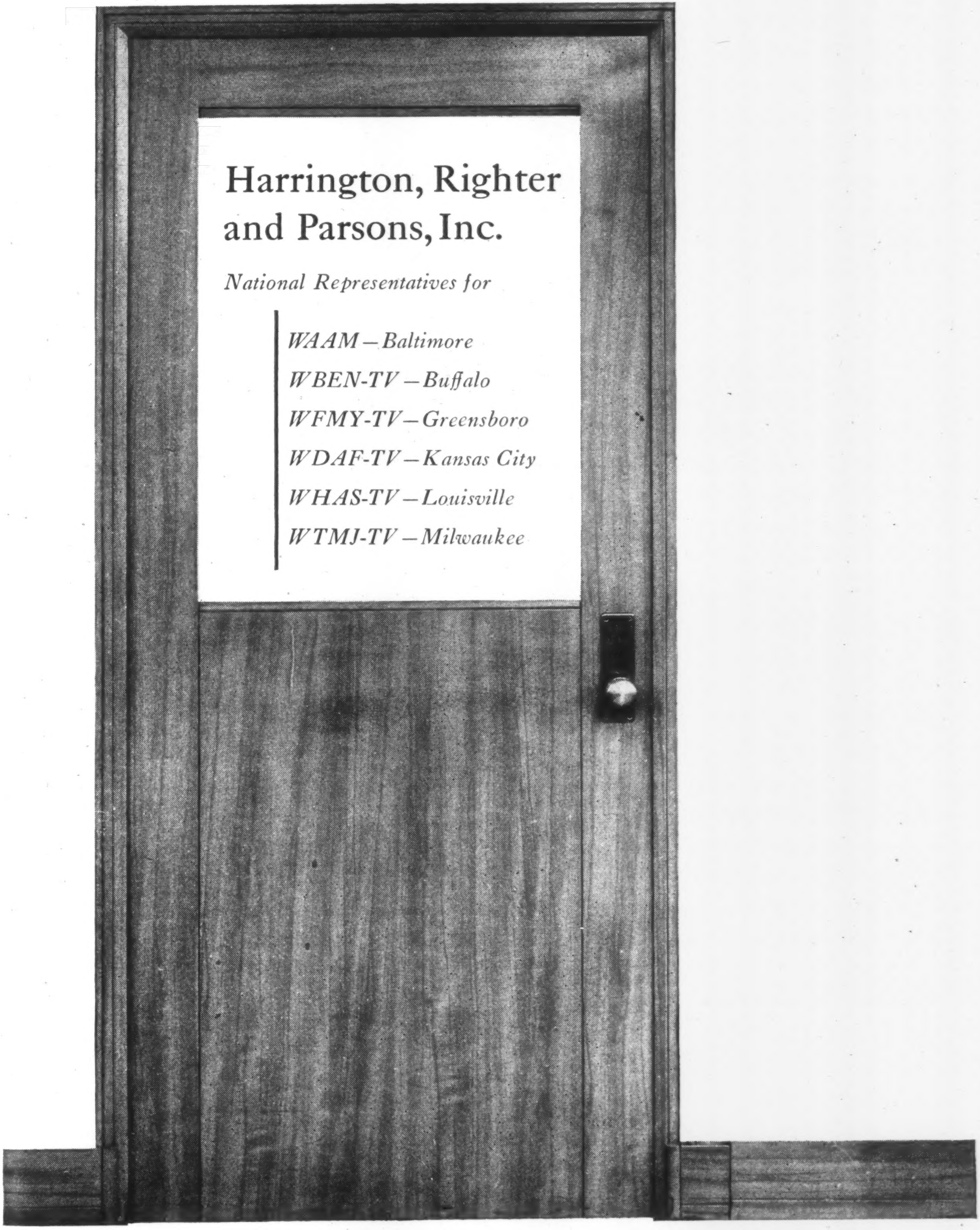
"3. Multiply the station's total Nielsen (or Baker) weekly audience by this per cent."

Ratings Used

As an example, SRA used a rating of 10 in a rating area of 120,000 radio homes, meaning a listening audience of 12,000 in the rating area. If the station has a NCS or SAMS weekly audience of 60,000 in the rating area, divide the listening audience (12,000) by the weekly audience (60,000). This figures to 20%. If the station has a total weekly audience (NCS or SAMS) of 300,000, multiply this by 20% and get 60,000 as the total listening audience for the program.

"This formula," SRA admitted, "has its weakness in that it assumes that a station's circulation as reported by Nielsen or Baker will have the same listening patterns in the outside area as in the rating area; that there is constant relationship between the outside and rating area for all programs during all times of day. While there is no denying this fact, we believe it is not too far-fetched an assumption in that we are dealing with a station's identified circulation. Despite this weakness, however, this formula comes closer to reality than any of the other methods currently being used."

A four-page mimeographed folder detailing the SRA method as well as others now in use may be obtained without charge from SRA, 101 Park Ave., New York 17.



Harrington, Righter and Parsons, Inc.

National Representatives for

WAAM — Baltimore
WBEN-TV — Buffalo
WFMY-TV — Greensboro
WDAF-TV — Kansas City
WHAS-TV — Louisville
WTMJ-TV — Milwaukee

ask any one of them why...

APRIL '53 ADVERTISERS SPEND MORE THAN SAME NUMBER DID IN APRIL '52

The number of television advertisers in April 1952 was the same as in April of this year—but this year's advertisers spent an average of $16,827 apiece more than last year. P & G is the biggest TV timebuyer.

THE SAME number of advertisers used network television during April 1953 as in the same month of 1952 and spent more for time to boot, according to figures on advertising expenditures for network TV compiled by Publishers Information Bureau.

In each April there were 163 sponsors of TV network programs, Their average expenditures for time on the video networks (at gross rates before discounts of any kind) amounted to $108,938 in April 1953, compared to an average of $92,111 in April 1952.

Top ten TV network clients in April (Table I) are the same advertisers who comprised the top ten for April 1952, with Procter & Gamble Co. in first position both months, as it has been for each intervening month. Of the ten, eight invested more money in TV network time this April than last, only General Foods Corp. and Lever Brothers Co. falling behind their April 1952 totals.

Leading advertisers, classified in table II into 22 groups, show 13 who headed their groups in April 1952 and nine who were not on that month's list of leaders.

Total expenditures of each product group for TV network time in April and January-April, with this year's totals compared to last year's, are shown in Table III. Foods are consistently in first place, followed by smoking materials, toiletries and soaps, with household equipment holding down fifth position this April and January-April, while automotive advertising ranked fifth in April and the first four months of 1952. Automotive was sixth this year, both month and four-month periods, and household equipment sixth last April and January-April.

* * *

TABLE I

TOP TEN TV NETWORK ADVERTISERS IN APRIL 1953

1.	Procter & Gamble Co.	$1,362,558
2.	Colgate-Palmolive-Peet Co.	877,393
3.	R. J. Reynolds Tobacco Co.	780,468
4.	General Foods Corp	539,961
5.	Liggett & Myers Tobacco Co.	532,260
6.	American Tobacco Co.	515,388
7.	General Mills	472,196
8.	General Motors	404,330
9.	Lever Brothers Co.	398,751
10.	P. Lorillard Co.	381,584

* * *

Radio-TV Set-Making Pace Bests 1952 Output 38 and 70%

PRODUCTION of radio and TV sets during the first four months of 1953 increased by 38% and 70% respectively over the same period last year, according to Radio-Television Mfrs. Assn.

Gains were made in all four radio groups—home sets, clock radios, portables and auto receivers. Radio output in April totaled 1,158,936 sets compared to 957,666 sets in April 1952.

Radio receivers having FM circuits totaled 40,178 units in April, with another 2,721 TV receivers containing FM band tuning facilities.

RTMA announced 3.7 million cathode ray picture tubes were sold by manufacturers during the first four months of the year, with 163.4 million receiving tubes sold in the period. Sales ran well above the same four months a year ago. Cathode ray tube sales in April totaled 907,076 units. Receiving tube sales totaled 41,342,599 units for the month.

Following are RTMA estimates of radio and TV set production by months for 1953:

	Television	Home Sets	Portables
Jan.	719,234	361,921	93,962
Feb.	730,597	402,742	87,711
March (5 wks.)	810,112	442,101	177,656
April	567,878	286,974	201,476
Total	2,827,821	1,493,738	560,805
	Auto	**Clock**	**Total Radio**
Jan.	447,667	189,592	1,093,142
Feb.	491,062	210,924	1,192,439
March (5 wks.)	654,367	275,079	1,549,203
April	483,092	187,394	1,158,936
Total	2,076,188	862,989	4,993,720

Sales of radios (excluding auto sets) at retail totaled 1,851,673 in the first four months of 1953, according to RTMA. TV sales totaled 2,100,620 in the four-months period. Retail radio sales in April totaled 412,802 sets, with 319,721 TV sets sold.

RTMA announced that 2,452,508 TV sets were shipped to dealers during the first four months of 1953 compared to 1,564,516 sets in the same 1952 period. April TV shipments totaled 392,492 sets compared to 287,004 in April 1952.

Following is tabulation of TV sets shipped to dealers by states during the first four months of 1953:

State	Total
Alabama	40,864
Arizona	17,680
Arkansas	15,541
California	171,326
Colorado	34,989
Connecticut	37,265
Delaware	5,712
District of Columbia	20,890
Florida	34,934
Georgia	40,335
Idaho	4,403
Illinois	145,052
Indiana	86,060
Iowa	50,040
Kansas	22,710
Kentucky	36,340
Louisiana	33,706
Maine	18,527
Maryland	31,178
Massachusetts	78,736
Michigan	102,004
Minnesota	43,036
Mississippi	21,099

TABLE II

LEADING TV NETWORK ADVERTISERS BY PRODUCT GROUPS For April 1953

Apparel, Footwear & Access.	Cat's Paw Rubber Co.	$62,574
Automotive, Automotive Equip. & Access.	Ford Motor Co.	331,155
Beer, Wine & Liquor	Joseph Schlitz Brewing Co.	106,128
Building Materials	Glidden Co.	42,000
Confectionery & Soft Drinks	Sweets Co. of America	125,460
Consumer Services	Electric Cos. Adv. Program	50,784
Drugs & Remedies	American Home Products Corp.	228,348
Food & Food Products	General Foods Corp.	539,961
Gasoline & Other Fuels	Texas Co.	146,175
Household Equipment	General Electric Co.	375,492
Household Furnishings	Armstrong Cork Co.	101,445
Industrial Materials	Reynolds Metals Co.	$109,560
Insurance	Prudential Insurance Co. of America	55,635
Jewelry, Optical Goods & Cameras	Speidel Corp.	61,260
Office Equip. & Stationery	Hall Brothers	154,415
Publishing & Media	Curtis Publishing Co.	2,925
Radios, TV Sets, Phonographs & Access.	RCA	168,900
Smoking Materials	R. J. Reynolds Tobacco Co.	780,468
Soaps, Polishers & Cleansers	Procter & Gamble Co.	1,089,152
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	679,895
Transportation, Travel & Resorts	Greyhound Corp.	49,668
Miscellaneous	Quaker Oats Co.	50,790

* * *

TABLE III

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR APRIL AND JANUARY—APRIL 1953 COMPARED TO SAME PERIOD 1952

	APRIL 1953	JAN.-APRIL 1953	APRIL 1952	JAN.-APRIL 1952
Apparel, Footwear & Access.	$ 264,974	$ 1,027,527	$ 327,308	$ 1,431,370
Automotive, Automotive Supplies & Equip.	1,409,113	5,485,680	1,170,975	5,019,360
Beer, Wine & Liquor	494,965	1,655,475	517,412	2,195,390
Building Materials, Equip. & Fixtures	42,000	73,655	86,104	325,106
Confectionery & Soft Drinks	416,759	1,995,703	425,025	1,904,232
Consumer Services	75,360	262,572	19,920	84,660
Drugs & Remedies	760,651	3,276,108	477,073	1,738,525
Food & Food Products	3,287,570	12,155,561	3,021,974	11,951,340
Gasoline, Lubricants & Other Fuels	266,454	1,124,952	364,305	1,520,283
Horticulture	......	......	1,905	1,905
Household Equip. & Supplies	1,620,429	5,919,865	820,941	3,588,770
Household Furnishings	270,284	1,121,488	267,223	869,768
Industrial Materials	414,126	1,649,495	354,807	1,586,497
Insurance	121,678	452,787	33,300	126,490
Jewelry, Optical Goods & Cameras	$ 246,564	$ 961,923	$ 211,485	$ 680,415
Office Equipment, Stationery & Writing Supplies	154,415	407,270	98,830	665,740
Political	......	......	4,035	72,617
Publishing & Media	2,925	170,106	73,026	260,067
Radios, TV sets, Phono. Musical Inst. & Access.	285,300	1,237,733	339,325	1,597,190
Retail Stores & Direct Mail	......	23,175	87,900	385,250
Smoking Materials	2,874,283	11,264,397	2,331,600	9,172,452
Soaps, Cleansers & Polishes	1,766,336	7,255,453	1,545,813	6,456,436
Sporting Goods	......	15,038	......	......
Toiletries & Toilet Goods	2,724,883	10,727,481	2,274,617	8,317,556
Transportation & Resorts	49,668	210,625	......	......
Miscellaneous	208,199	728,751	159,188	735,130
TOTAL	$17,756,936	$69,202,820	$15,014,091	$60,686,549

Source: Publishers Information Bureau.

"ABC Skips Hoopla Gets Crowning Glory." . . . **Harriet Van Horne, World Telegram & Sun**

"ABC Wins the Race to Televise Pictures of Coronation in U. S." . . . **Wall Street Journal**

"The real hero of the situation turned out to be ABC-TV." . . . **Variety**

"By the cagey construction (for $6,700 almost its only expense) of its own telephone line TV relay . . . (ABC) was able to get the earliest actual coverage on the TV air . . ." . . . **Jack O'Brian, Journal-American**

"Crowns Off to ABC and Two Ex-Reporters." . . . **Jerry Walker, Editor & Publisher**

The crown is most impressive —but it doesn't quite fit

For a week now, some very important people have been saying some very nice things about our coverage of the coronation.

We wouldn't be human if we weren't proud and grateful.

But we feel a little like a man who takes the credit for his wife's cooking.

Actually, the films we showed of this majestic, moving event were the brilliant work of the British Broadcasting Corporation. And it was the speedy delivery of the pictures to Montreal by the Canadian Broadcasting Corporation that enabled us to get the coronation here so quickly. A very neighborly network, the CBC.

If we can take credit for anything, it's the fact that we brought this nationally important event to America efficiently, effectively and economically. But even that is nothing special. It happens every day at ABC.

All this explains why we think the crown for coronation coverage should stay in England and Canada. It doesn't fit right on our American head.

ABC

ABC TELEVISION AND RADIO NETWORKS

AMERICAN BROADCASTING COMPANY

Missouri	61,072
Montana	300
Nebraska	21,798
Nevada	387
New Hampshire	7,685
New Jersey	64,996
New Mexico	5,881
New York	231,998
North Carolina	49,142
North Dakota	3,904
Ohio	150,495
Oklahoma	50,292
Oregon	32,279
Pennsylvania	223,439
Rhode Island	11,355
South Carolina	15,832
South Dakota	5,186
Tennessee	35,564
Texas	158,415
Utah	19,092
Vermont	4,256
Virginia	58,705
Washington	61,656
West Virginia	34,297
Wisconsin	50,788
Wyoming	1,267
GRAND TOTAL	2,452,508

'Lux Theatre' Heads Nielsen AM Listing

TOP show in the A. C. Nielsen Co. national network radio evening, once-a-week listings for May 3-9 in number of homes reached was *Lux Radio Theatre* (CBS). Nielsen listings for all type network shows are:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK	(Average for All Programs)	(1,969)
1	Lux Radio Theatre (CBS)	4,207
2	You Bet Your Life (NBC)	4,028
3	People Are Funny (CBS)	3,760
4	Big Story (NBC)	3,491
5	Jack Benny (CBS)	3,446
6	Great Gildersleeve (NBC)	3,222
7	Charlie McCarthy Show (CBS)	3,088
8	Arthur Godfrey's Scouts (CBS)	2,999
9	Amos 'n' Andy (CBS)	2,954
10	Father Knows Best (NBC)	2,909
EVENING, MULTI-WEEKLY	(Average for All Programs)	(1,164)
1	One Man's Family (NBC)	2,462
2	News of the World (NBC)	2,238
3	Lone Ranger (ABC)	1,701
WEEKDAY	(Average for All Programs)	(1,566)
1	Romance of Helen Trent (CBS)	2,909
2	Our Gal, Sunday (CBS)	2,730
3	This Is Nora Drake (Seeman) (CBS)	2,685
4	Arthur Godfrey Time (Toni) (CBS)	2,641
5	Guiding Light (CBS)	2,596
6	Wendy Warren and the News (CBS)	2,596
7	This Is Nora Drake (Toni) (CBS)	2,551
8	Perry Mason (CBS)	2,506
9	Arthur Godfrey Time (Liggett & Myers) (CBS)	2,462
10	Aunt Jenny (CBS)	2,462
DAY, SUNDAY	(Average for All Programs)	(806)
1	True Detective Mysteries (MBS)	1,880
2	World Music Festivals (CBS)	1,298
3	Shadow, The (MBS)	1,253

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CBS-TV SHADES NBC-TV FOR APRIL

PIB figures for April show CBS-TV slightly ahead of NBC-TV in gross time sales, but the latter network's gross is highest for the first four months of 1953.

NIP-AND-TUCK race for leadership among TV networks is revealed by the April report of Publishers Information Bureau, which shows CBS-TV in first place for April, with gross time sales of $7,770,181 to an NBC-TV gross of $7,526,760, but NBC-TV slightly ahead for the January-April period with a four-month gross of $29,844,488 compared to the CBS-TV gross of $29,184,017 for the same period.

In network radio, CBS is in front both for April and for the first four months of 1953, according to PIB data.

Combined grosses of the four nationwide radio and four TV networks for April totaled $31,915,267, a gain of 10.1% over the combined radio-TV network gross of $28,975,331 for April 1952. TV network gross time sales for April were up 18.2% over that month of the year before; radio network gross April time sales were up 1.5% over April 1952.

For the January-April period, combined radio-TV network gross time sales totaled $124,538,951 this year against $117,250,417, a gain of 6.2%. TV network time sales for the four-month period of 1953 rose 14% over the like period of 1952; network radio time sales for the first four months of this year dropped 2.1% from the same period of last year. Itemized network-by-network report, comparing April and January-April of 1953 with the same periods of 1952, follows:

	April 1953	April 1952	Jan.-April 1953	Jan.-April 1952
NETWORK RADIO				
ABC	$ 2,637,364	$ 3,244,146	$10,648,193	$13,079,310
CBS	5,350,599	4,943,400	20,702,423	20,047,381
MBS	1,974,359	1,681,924	7,373,267	6,808,132
NBC	4,196,009	4,078,593	16,612,248	16,614,038
TOTAL	$14,158,331	$13,948,063	$55,336,131	$56,548,861
NETWORK TELEVISION				
ABC	$ 1,640,597	$ 1,699,760	$ 6,454,967	$ 7,933,740
CBS	7,770,181	5,641,831	29,184,017	21,462,640
DuMont	819,398	738,926	3,719,348	2,965,211
NBC	7,526,760	6,946,751	29,844,488	28,339,965
TOTAL	$17,756,936	$15,027,268	$69,202,820	$60,701,556
COMBINED TOTAL	$31,915,267	$28,975,331	$124,538,951	$117,250,417

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
January	$ 2,674,622	$ 5,156,404	$ 1,786,134	$ 4,260,555	$13,877,715
February	2,538,663	4,670,089	1,638,075	3,813,602*	12,660,429*
March	2,797,544	5,525,331*	1,974,699	4,342,082*	14,639,656*
April	2,637,364	5,350,599	1,974,359	4,196,009	14,158,331
TOTAL	$10,648,193	$20,702,423	$ 7,373,267	$16,612,248	$55,336,131

NETWORK TV TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
January	$ 1,604,892	$ 7,052,395*	$ 982,794	$ 7,558,448	$17,198,529*
February	1,481,032	6,621,629*	862,299	6,820,529	15,785,489*
March	1,728,446*	7,739,812*	1,054,857	7,938,751	18,461,866*
April	1,640,597	7,770,181	819,398	7,526,760	17,756,936
TOTAL	$ 6,454,967	$29,184,017	$ 3,719,348	$29,844,488	$69,202,820

*Revised 5/25/53

CODE BOARD WARNS ON TV 'BAIT' ADS

TELEVISION stations were warned last week by the NARTB TV Code Review Board that "bait advertising" will destroy public confidence in the visual medium.

Taking official notice of the prevalence of shoddy mechandising methods in many areas, the board issued a guarded statement on bait practices and reminded stations subscribing to the TV code that the document contains language covering such advertising.

Meeting at Hot Springs, Va., Wednesday, the board drew up this statement:

"Certain types of so-called 'bait' advertising are being offered to TV stations throughout the country. Such advertising usually makes extravagant claims about the availability of specially priced merchandise—wherein it has been found that prospective customers for such merchandise have been unable to purchase it upon inquiry—but that an effort has been made to 'trade up' to higher-priced items. Acceptance of such advertising exposes media to the loss of public confidence."

The board remained code subscribers of the code paragraph (1) under acceptability of advertisers products. This language notes the telecaster's responsibility to the public and the need of avoiding objectionable advertising.

John E. Fetzer, WKZO-TV Kalamazoo, Mich., code board chairman, said the board will issue a review of its activities this autumn. The review will be titled "A Report to the People of the United States" and will be issued to subscribers as well as interested parties. It will include case histories but omit names of principals, stations, networks, programs, advertisers and others.

Attending the meeting, besides Chairman Fetzer, were these board members: J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; Mrs. A. Scott Bullitt, KING-TV Seattle, and Ewell K. Jett, WMAR-TV Baltimore. Walter J. Damm, WTMJ-TV Milwaukee, was excused.

Attending from NARTB headquarters were Harold E. Fellows, president; Robert K. Richards, administrative vice president; Thad Brown, TV vice president and counsel; Edward H. Bronson, director of TV code affairs.

New England AWRT Holds Annual Meet

WOMEN in radio and TV will play a vital role in the nation's safety in event of an atomic blast, Katherine G. Howard, assistant to the Federal Civil Defense Administrator, told the New England chapter of American Women in Radio & Television at the group's annual meeting June 6 in Boston.

Other speakers, who addressed a panel, included Mary McKenna, timebuyer, Benton & Bowles, New York, and Dorothy Thomas, consumer service director of Ward Baking Co., New York.

Others on the panel were Leo Barbo of Barbo's (furniture dealers), Stoneham, Mass.; Louise Morgan, WNAC-AM-TV Boston; Eileen Kneeland, WBZ-TV Boston and WHAV Haverhill, Mass.; Constance Stackpole, Granite State Network, Manchester, N. H., and Edith Stevens, *Boston Post* "Us Girls" cartoonist.

The chapter set its next annual meeting at Hartford next Feb. 4. Presiding was Heloise Parker Broeg, WEEI Boston, chapter president. Julie Chase, WTAG Worcester, was program chairman, and Mildred Bailey, WLAW Boston, and Lillian Burchett, WNAC Boston, were general co-chairmen.

This oft-repeated scene has become a tradition between Clothier H. V. Holmes and KTUL Account Executive R. P. (Bud) Akin. For the 20th consecutive year, these two men have swapped signatures on KTUL advertising contracts. The satisfaction is obviously mutual. S. G. Holmes & Sons, sponsors the 5 o'clock News, Mon. thru Fri., on KTUL.

REPEAT

"SUCCESS STORY"

20th ANNUAL PERFORMANCE

starring

ORIGINAL CAST

★ H. V. Holmes, president of S. G. Holmes & Sons, clothiers, Tulsa, Oklahoma.

★ R. P. (Bud) Akin, senior account executive, the KTUL Sales Staff.

KTUL Offers Advertisers A Tradition of Confidence Based on Years of Consistent RESULTS

- **KTUL has MORE LOCAL PROGRAM SPONSORS** than any **OTHER TULSA** network radio station.
- **LOCAL ACCEPTANCE** is the **"GRASS ROOTS" TEST** of a Radio Station's **SELLING POWER!**
- Get the **KTUL** story from your nearest **AVERY-KNODEL, Inc.,** office.

The
AUDIENCE
ACTION
STATION

KTUL
TULSA

CBS
RADIO
Network

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

TAX PROBLEM LOOMS FOREMOST BEFORE COMMUNITY TV SESSIONS

The New York meeting turned its concern to a Revenue Bureau ruling which puts an 8% excise tax on operators. The attitude of commercial broadcasters and new TV operations also were discussed.

PROBLEMS arising out of taxation, the attitude of commercial broadcasters and the beginning of new TV station operations in their markets were explored at the second annual meeting of members of the National Community Television Assn. in New York last Monday.

Deepest concern of the 200 members and guests was over the question of taxation. A recent ruling by the Bureau of Internal Revenue specifying that operators must pay 8% excise tax on both installation and monthly service charges led to a resolution calling on the board of directors to draft suitable recommendations.

Several members at a general session in the afternoon offered explanations of their approach to the tax question in the past, which was said to be typical of most operators. They said they paid the tax on the service charge, which is usually $3.50 monthly, but not on the installation, which averages $125.

Operators sought to receive assistance on their problems from a panel at the general session which consisted of Martin F. Malarkey Jr. of Pottsville, Pa., newly-reelected president of NCTA; J. C. Leitch, vice president of WCAU-TV Philadelphia; E. J. Mallon of Philadelphia, CPA and NCTA tax consultant, and Edward Friedman, deputy attorney general of Pennsylvania.

In reply to a question as to whether the $125 collected is considered a contribution or taxable income, Mr. Friedman voiced the opinion that it was not taxable.

Replying to another question, Mr. Leitch said he believed that commercial stations might prevent system operators from taking their signals "if they so desired." He pointed out that NARTB currently is conducting an overall study of community systems, concentrating on such areas as copyright, interstate commerce and lack of FCC regulation.

He made clear that to his knowledge no commercial broadcaster presently is considering steps to prevent a community TV operator from receiving the TV signal, but added that the matter is under consideration.

Several operators reported that when a new TV station went on the air in their markets, the number of subscriptions tended to remain static for several weeks but to grow gradually thereafter.

The number of community antenna systems has grown from about 80 last year to about 200 at present, Mr. Malarkey said, with the number of subscribers up to about 90,000.

At a dinner meeting Monday night, Oliver Gramling, assistant general manager of Associated Press, commended the association for its "public service" effort in extending TV reception to isolated communities, but warned:

"There is no business that carries greater responsibility. Because you are helping to inform, educate and entertain, you obviously must accept that responsibility. It is not enough merely to ride the air waves to fortune without giving your public its money's worth."

A technical clinic presented a panel of Dr. Frank C. Kear, Kear & Kennedy, Washington, moderator; R. C. Abbett, RCA Engineering Products Dept.; Caywood C. Cooley, Jerrold Electronics Corp., Philadelphia; Dr. Louis N. Ridenour, International Telemeter Corp., Los Angeles, and L. C. Smith, Smith-Kennedy Labs, Cambridge, Mass.

In addition to Mr. Malarkey, newly-elected officials are: Gerard B. Henderson, Carmel, Calif., vice president; Claude E. Reinhard, Palmerton, Pa., secretary, and William J. Calsam, Schuylkill Haven, Pa., treasurer.

At a special news conference, Milton J. Shapp, president of Jerrold, predicted that by 1955 one million homes in the U. S. will receive TV via the community antenna system and by 1960 some 10 to 15 million homes.

COMMUNITY antenna system which can provide its subscribers with events of local interest soon will begin operation in Oil City, Pa. Shown here signing contracts for new DuMont closed circuit camera equipment before DuMont's Videcon camera are (l to r) N. W. Cogswell of Television Cable Co., Oil City community antenna system operators, Donald Stewart, distribution manager for Transmitter Div., Allen B. DuMont Labs, and B. A. Drelick, president of Television Cable Co. Operating the camera is R. W. McCausland, Television Cable Co. engineer. On the table is the DuMont DuMitter, which will send the local programs over closed circuits to subscribers' receivers. DuMont film projection equipment also was purchased. The 2,000 subscribers, in addition to the Oil City local programs, also will receive programs from WDTV (TV) Pittsburgh, WJAC-TV Johnstown, Pa., and WBEN-TV Buffalo, N. Y. Pittsburgh residents, can receive only WDTV (TV).

FARM DIRECTORS MEET IN HOUSTON

Convention hears a message of praise from President Eisenhower on the developments their work is producing, along with comments that farm programs are carrying increasingly heavier commercial traffic.

FARM broadcasters are handling an increasing amount of commercial traffic, members of the National Assn. of Radio Farm Directors agreed at their annual meeting, held last week at Houston.

Television's inroads have not affected radio listening habits on the farm "to any great degree," Mal Hansen, WOW Omaha, NARFD president, said in reviewing developments of the past year. "At the same time," he told the 120 delegates, "TV stations that have started farm service programs are rapidly finding sponsors."

Mr. Hansen said a basic reason for the growing interest of sponsors lies in the appeal of service programs, including weather, markets, farm news and information broadcasts. "People in agriculture must have these broadcasts to stay in business," he said, adding that all farm shows on WOW are now sponsored.

President Eisenhower, in a letter to the convention, said NARFD members "can be proud of their share in the truly remarkable achievements of the American farmer—surely the most productive cultivator of all time." He added, "The broadcasters assembled in Houston on June 8 have played an impressive role in keeping the farmer informed of all these technical triumphs. They have also made a vital contribution to the interchange of information among the Dept. of Agriculture, the land grant colleges and the people on the land."

A group of foreign broadcasters touring the United States in an eight-week project sponsored by Mutual Security Agency took part in the meeting. Branislav Dadic, of Yugoslavia, said broadcasters in his country are free to criticize their government and to interview critics of the government or its policies.

Speakers at the meeting included Jack Jackson, KCMO Kansas City; Robert Murdock, NARFD vice president, KTBB Tyler, Tex., and Sam Schneider, KVOO Tulsa. Mr. Schneider enlisted support of members in a long-range farm communications project.

Texas broadcasters in the host group were George Roesner, KRTH Houston, committee chairman; Bill McDougall, KPRC Houston; Doc Ruhmann, WBAP-Fort Worth, and Mr. Murdock. They were aided by Jack Timmons, KWKH Shreveport, La.

Carolina-Va. Radio Newsmen Elect Bob Truere President

BOB TRUERE, newscaster with WHMA Charleston, S. C., was elected president of the Carolina-Virginia Radio News Directors Assn. at the mid-year meeting May 29-31 at Myrtle Beach, S. C. Mr. Truere succeeds Ed Kirk of WPTF Raleigh.

Other newly-elected officers are Vestal Taylor, WFNC Fayetteville, N. C., first vice president; Norvin C. Duncan, WFBC Greenville, S. C., second vice president, and Bill Melia, WWNC Asheville, N. C., secretary-treasurer.

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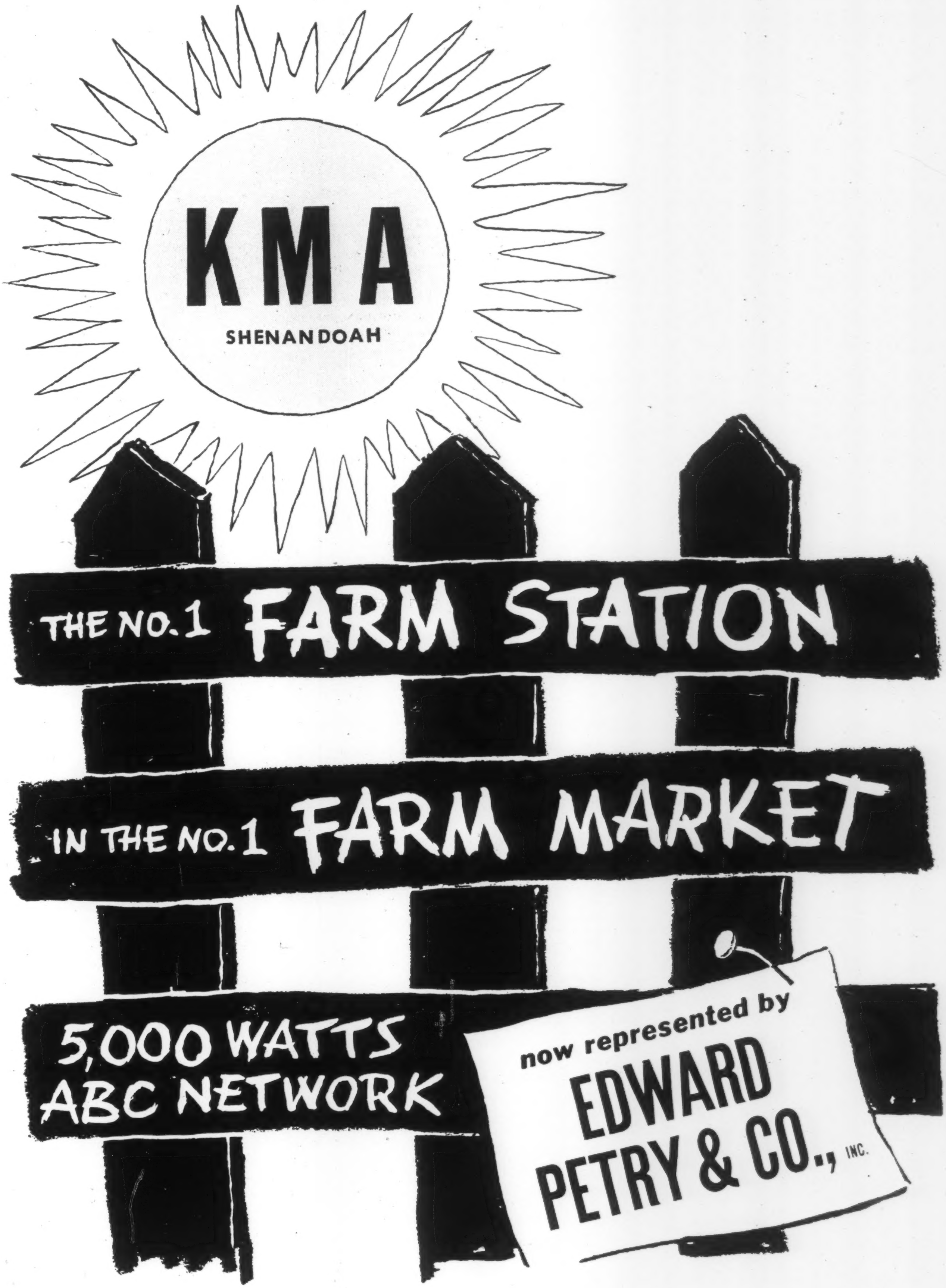

KMA
SHENANDOAH
THE NO. 1 FARM STATION
IN THE NO. 1 FARM MARKET
5,000 WATTS
ABC NETWORK
now represented by
EDWARD PETRY & CO., INC.

XUM

BAB SPEARHEADS UTILITIES DRIVE

Oklahoma City clinic launches campaign to sell radio to the state's public utilities companies. Other clinics in Kansas and Nebraska hash out radio's problems.

A SEVEN-MAN committee to lead a campaign to sell the public utilities companies of Oklahoma on radio's effectiveness was formed last week at the BAB sales clinic in Oklahoma City.

Headed by Frank J. Lynch of KBYE Oklahoma City, the group was formed after BAB Vice President Kevin Sweeney and local promotion director Jack Hardesty had stressed the desirability of presentations being made to top management of the utilities by such a committee. They pledged BAB's support of the committee's efforts.

In a panel session at the clinic, one of 43 now in progress throughout the country, "idea selling" was stressed as a solution to many of radio's sales and rate problems. The panel consisted of E. L. Coburn, KTOK Oklahoma City; Lawson Taylor, KFMJ Tulsa; Guy B. Farnsworth, KCRC Enid, and Allan Page, KSWO Lawton. Some 55 representatives from 25 Oklahoma stations attended the meeting, held Tuesday in conjunction with the semi-annual meeting of Oklahoma Broadcasters Assn., headed by Cy Casper, WBBZ Ponca City.

Kitchen Radio Important

In another BAB sales clinic, in Wichita on June 6, Gale Blocki, BAB director of Midwestern sales, emphasized the importance of kitchen radio: "More than 20% of all mid-evening listening is now going on in the kitchen, destroying the conception that the kitchen radio is purely a daytime radio listening post," he asserted.

Adoption of simplified rate cards was called for by Arden Booth, KLWN Lawrence, Kan., who also said in a panel discussion that advertisers should be allowed to combine their announcement and program buys for greater discounts.

Hale Bondurant, KFBI Wichita, panel chairman, stressed the changing status of program vs. spot announcement selling, asserting that at least 80% of station revenue now stems from spots, as compared with less than 60% a few years ago. Mr. Sweeney outlined BAB presentations now being prepared as part of its campaign to educate advertisers to the superior values of programs, and to show radio salesmen how best to sell programs.

The panel participants, in addition to Messrs. Bondurant and Booth, were Larry Cotton, KFH Wichita; Max Falkenstein, WREN Topeka, and Thad Sandstrom, KSEK Pittsburg. The Clinic was opened by Ray Jensen, KSAL Salina, newly elected president of the Kansas Assn. of Broadcasters.

Two days before the Kansas meeting, Omaha area broadcasters heard Mr. Sweeney, at a BAB clinic there, advise stations to "get off one another's backs and solicit together the 70% of the local advertising that other media now have, instead of fighting about the 30% we have."

Mr. Sweeney said that, starting about Aug. 1, BAB will spearhead a campaign in which member stations in each of the top 40 markets will call on district managers, brokers, and manufacturers' representatives in a body, to sell radio as a medium. While members make these joint solicitations, BAB's national staff will be putting pressure on the advertisers' headquarters organizations.

The question of a single local and national rate brought differing views in a panel session with Bob Thomas, WJAG Norfolk, arguing that stations covering a large area penalize local advertisers if they charge them at the some rate as national advertisers, while George Smith, KFOR Lincoln, contended local advertisers are no more entitled to a special discount from an equitable one-card rate than advertisers located in the suburbs are entitled to rates lower than those charged local advertisers downtown.

The question of a station's responsibility in merchandising for an advertiser brought opinions ranging from "no responsibility" to "full responsibility."

Panel members in addition to Messrs. Thomas and Smith were Frank Fogarty, WOW Omaha, chairman; Harold Anderson, KOLN Lincoln, and Joseph diNatale, KODY North Platte.

AAW Meeting June 21-24 Slated at San Francisco

ADVERTISING Assn. of the West will hold its 50th anniversary convention in San Francisco June 21-24, with co-headquarters in the Fairmont and Mark Hopkins hotels.

Among the speakers: June 22—Bruce Barton, BBDO chairman, "Fifty Years of Advertising Progress"; June 23—Elon G. Borton, president, Advertising Federation of America, "The Camel's Nose—and Its Rump" (legislative threats to advertising), and Fairfax Cone, president, Foote, Cone & Belding, "The New Challenge to Advertising."

June 24— Clyde Bedell, advertising and merchandising consultant; Dr. Ernest Dichter, president, Institute for Research in Mass Motivations, and Dr. Kenneth McFarland, educational consultant, General Motors.

North Carolina Meeting

NORTH CAROLINA Assn. of Broadcasters will hold its summer meeting Thursday and Friday at Nag's Head, with an expected attendance of 100. MBS President Thomas F. O'Neil will deliver the principal talk. Planned are a bus trip to Cape Hatteras, an air show, president's breakfast and a demonstration of new remote control equipment by Bill Rust of Rust Industrial Co., Manchester, N. H. Vic Diehm, WAZL Hazleton, Pa., and past president of the Pennsylvania Broadcasters Assn., will talk at a luncheon.

Florida Annual Meet

ANNUAL meeting of the Florida Assn. of Broadcasters will be held June 25-27 at the Empress Hotel, Miami Beach, with association business sessions the first day. The BMI session is scheduled June 26 with George Harvey, WFLA Tampa, and Ewald Kockritz, WGBS Miami, among speakers. The BAB session will be held June 27.

CBA Convention Agenda Set

TV and radio relations will be the chief topics for discussion at the Catholic Broadcasters Assn. sixth annual convention to be held at the Hollywood (Calif.) Roosevelt Hotel for three days starting Friday. More than 200 members from all parts of the United States and Canada will attend.

KBA TOLD MEDIA COMPETITION HELPS

COMPETITION among media is contributing to the benefit of all media, particularly in radio-television markets, NARTB President Harold E. Fellows said Thursday in addressing the banquet of the Kentucky Broadcasters Assn., meeting at Louisville.

"Radio stations in such markets have undertaken with enterprise and ingenuity to improve their own programming, to create a better sense of community interest, to seek all manner of devices of enterprises to re-establish their necessity to community life," Mr. Fellows said.

Noting there is a 12-1 ratio in number of radio-TV stations, he said that despite the ratio, television in dollar volume of business is rapidly overtaking radio. "Those of us interested in both branches of this great electronic miracle of entertainment, information and education," he said, "should face the fact unafraid that television probably within two years will have surpassed the billings of radio in this nation.

"Such a prediction does not mean that the two will at that point or at any point in the future, find it impossible to live together; it does mean perhaps that each of us in his respective fields must bear more heavily upon the virtues of understanding and patience to find the answer to how these two shall live together."

NEWS OPERATIONS QUERIED BY NARTB

DEVELOPMENT of an industry guide covering radio news techniques, including ways to obtain maximum revenues from newscasting, is planned by NARTB.

First steps were taken last week with mailing of two questionnaires to 2,500 AM stations and independently operated FM outlets. The questionnaires went to station managers and news directors.

Robert K. Richards, NARTB administrative vice president, and Richard M. Allerton, manager of research, are in charge of the project.

Maryland-D. C. Broadcasters to Meet

TWO-DAY series of panel discussions and talks covering radio and TV management problems will be held Thursday and Friday by the Maryland-D. C. Radio & Television Broadcasters Assn., meeting at Ocean City, Md. Charles J. Truitt, WBOC Salisbury, association president, will preside.

John H. Smith Jr., NARTB promotion and FM manager, will address the opening luncheon Thursday on public relations and promotion at the local level. The afternoon will include a discussion of Conelrad by Steve McCormick and Gil Jacobus of Federal Civil Defense Administration.

Audience measurement methods will be reviewed by Kenneth H. Baker, president of Standard Audit & Measurement Services, and Albert M. Wharfield, vice president of A. C. Nielsen Co. R. C. Embry, WITH Baltimore, will conduct a panel on local time sales. Rep. Orren Harris (D-Ark.) of the House Interstate & Foreign Commerce Committee will be Thursday evening dinner speaker.

Friday speakers will be Sam Kravetz, WITH-FM Baltimore; Max Fullerton, Baltimore AP bureau; Mary Dunlavey, Harry B. Cohen Adv. Co.; Stanley Pulver, Lever Bros.; Thomas F. Flanagan, Station Representatives Assn.; Leslie H. Peard Jr., WBAL-AM-TV Baltimore, and Ben Strouse, WWDC-AM-FM Washington, chairman of the Broadcasting Section of the Advisory Committee on Government Reports.

The TIME of Your Life—

on the

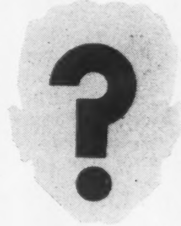
New WJAS AM & FM

$ $ $ $ $

THE ~~SUNNY~~ MONEY SIDE OF THE DIAL

IN THE MORNING . . .

With "The Bill Brant Show." The Tri-state area's popular award-winning Radio-TV personality calls the tunes and the times . . . and sells as he goes. The friendliest voice ever with the early morning show all Pittsburgh has been waiting for. Wake up to the biggest radio buy in the Pittsburgh market. BILL BRANT . . . musician, DJ, songwriter, award winning Radio-TV star . . . and your salesman in the tri-state area.



IN THE AFTERNOON . . .

The man who will capture the afternoon market for your product. But we can't tell the whole story here. See us in the next issue for full details.

ALL DAY . . .

The latest local and world news coverage EVERY 30 MINUTES under the direction of one of the nation's veteran radio newscasters, HERB MORRISON . . . 22 years of covering the nation's top news stories, including his dramatic on-the-spot report of the Hindenburg disaster.

Serving the GREATER PITTSBURGH Metropolitan Area...

5000 Watts

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

EN ROUTE from Omaha to Wichita are BMI clinic speakers (l to r) Al Marlin, BMI; Karl Janssen, KTUL Tulsa; Joe Kirby, WKRS Waukegan, Ill., and Earl Glade, KDSH Boise.

* * *

BMI CLINICS AT HALFWAY MARK

BMI Program Clinics head into the half-way mark of the 43-clinic schedule today (Monday) with teams leaving the deep South and Midwest and fanning out into the Southwest, the West, and along the East Coast to Florida.

A BMI spokesman estimated Thursday that attendance at the clinics thus far has exceeded the 2,000 mark. He predicted that about 5,000 broadcasters will have participated in the sessions by July 7 when the program ends.

The clinic at Omaha on June 3 attracted 60 radio executives who heard talks by Ken Greenwood, program director of KFOR Lincoln, on the importance of effective advertising copy, and Robert Thomas, manager of WJAG Norfolk, Neb., on "Converting Public Service into Feature Programming in Order to Expand the Personality of the Station."

John B. Trotter, manager of KHBG Okmulgee, Okla., spoke at the Oklahoma City session last Monday on "Tailoring Music to Fit the Audience." He recommended that all music programs have a definite purpose, maintaining that they should not be used as fillers in periods when stations "don't have a good program idea."

Speaking before BMI's Program Clinic at Detroit on Wednesday, Jim Hanlon, public service director of WGN Chicago, offered two main criteria by which to justify the programming of a public service project. He said that the subject must be of "wide public interest and concern" and the station must acquire exclusive broadcast rights to the project it will help to develop.

At another clinic on Wednesday in Houston, Ken Bagwell, program director, KXYZ Houston, urged that ingenuity be used in building production copy, pointing out that staff talent could be utilized for voices and musical bridges. Dave Russell, program director of KFDM Beaumont, advocated that stations attempt to reach "so-called minority groups," meaning concert music lovers, who "turn out to be most loyal listeners."

Heading the list of speakers at the New Orleans session Friday was M. P. Finnerty, president of CKOK Penticton, B. C., who urged that radio stations meet the competition of TV and newspapers by recapturing audience and revenue by demonstrating superiority in the phase of programming in which radio "particularly excels—news coverage." Don Howell, program director of WDSU New Orleans, stressed that at his station music programming is "by design" and added:

"When it has been determined which areas are to be programmed with music, the possible majority audience is determined; the competition is analyzed; the type of music program is then decided; the talent of the program is settled upon; the format is devised; the music is chosen, and we confidently await results."

* * *

GET TOGETHER at Milwaukee BMI program clinic includes (l to r): Bruce Wallace, WTMJ Milwaukee; Jerry Sills, WMIL Milwaukee; Jack Hardesty, BAB, and Ben Laird, WDUZ Green Bay, president of Wisconsin Assn. of Broadcasters.

FCC MODIFIES REPORTS FILING

FCC has further revised its proposal to amend requirements covering the filing of contracts and other reports. The revisions are based on comments filed by NARTB and others.

FURTHER revision of its proposed rule-making proceeding to amend requirements covering the filing of contracts and other reports with FCC [B•T, Feb. 23] was announced by the Commission last week and the proposals were modified to relax some provisions and clarify others. FCC ruled that comments on the revisions may be filed until July 13.

In the proposal requiring report of bulk time sales to the same sponsor, FCC relaxed the 2 hours provision to 4 hours. The requirement for filing of all management contracts is relaxed to pertain only to agreements with persons other than regular employes, except where share of both profits and losses is involved. Clarifying requirements for filing of bylaws and amendments thereto, FCC decided all such bylaws and changes should be filed. Proposals on stock options and proxies also are revised.

Clarification of proposed requirements on filing of "documents, instruments and contracts" respecting network affiliation is made to exclude normal communications between networks and stations not dealing with affiliation. FCC rejected requests to eliminate requirements for filing of mortgage and loan agreements.

The full text of FCC's proposed rules revisions will be published in For the Record in next week's issue of B•T.

The revisions are based upon comments filed with the Commission by NARTB, NBC, Storer Broadcasting Co., Westinghouse Radio Stations, WCAR Pontiac, Mich., and WEBC Duluth, Minn.

KBIG Ordered to Hearing On KMPC Interference Charge

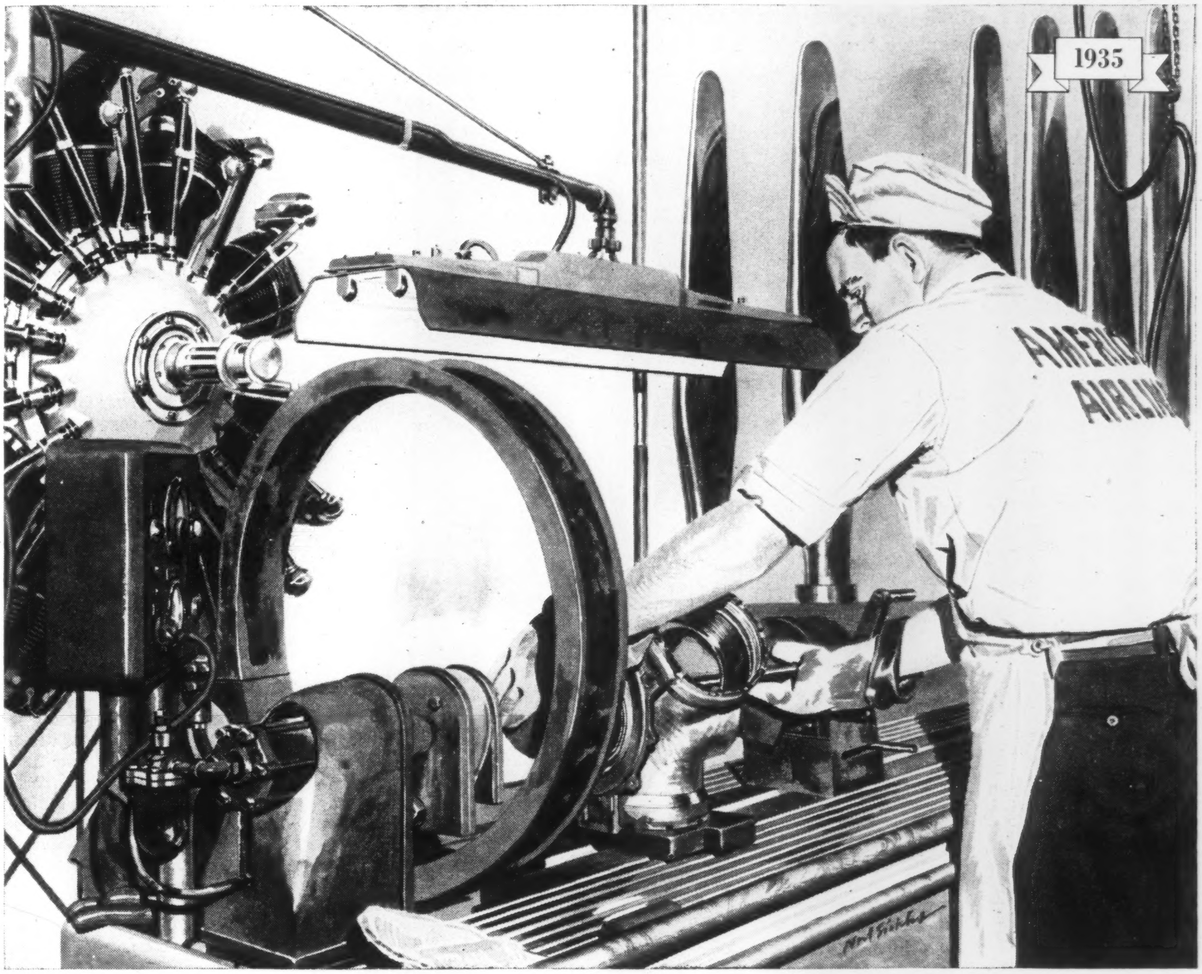
KBIG Avalon, Calif., was ordered by FCC last week to go to hearing with its application for a license to cover the construction permit it holds for 10 kw daytime on 740 kc, directional, because of the interference claims made by KMPC Hollywood and KCBS San Francisco. KBIG is owned by John Poole Broadcasting Co. KMPC and KCBS, made parties to the hearing, have been engaged in a battle of petitions before FCC with KBIG on the interference allegations.

In other broadcast actions, FCC last week granted a new AM station on 1410 kc with 1 kw daytime at Alexandria, La., to Dixie Broadcasting Service. Co-owners of Dixie are Cyril W. Reddoch, 50% owner of KDLA DeRidder and KREH Oakdale, La.; Klien Evans, 50% KREH, and Ralph L. Hooks, commercial manager of KDLA.

KIMA Yakima, Wash., was granted power increase on 1460 kc from 1 kw day and 500 w night to 5 kw fulltime, directional night.

FCC denied petition of Central City-Greenville Broadcasting Co. to reinstate the expired permit for WCNL Central City, Ky., which was assigned 500 w daytime on 1380 kc. Action was without prejudice to filing of a new application. The petitioner explained the CP was allowed to expire in mid-1952 because of Central City's union-labor emergency.

AMERICAN AIRLINES CONTRIBUTIONS TO THE DEVELOPMENT OF AIR TRANSPORTATION



Pioneering in Magnaflux–the Metallic "Detective"

Magnaflux is an electrical process used to detect hidden imperfections in magnetic material. It is used by American Airlines in the inspection of propeller parts, crankshafts, valves, springs, and other parts made of steel.

Magnaflux is so accurate that it shows up cracks 1/20,000,000 of an inch deep, reveals flaws that cannot be seen by the naked eye.

In 1935, American Airlines purchased this equipment from the Magnaflux Corporation and became a pioneer in applying these principles of preventive maintenance in air transportation. Only a few years later the Civil Aeronautics Administration ordered all airlines to use this method of scientific inspection.

Magnaflux detection devices are only one of a long series of milestones in the history of air transportation that have been introduced first by American Airlines.

AMERICAN AIRLINES INC.
America's Leading Airline

SENATORS ASK NARBA SHOWDOWN AS THEY SET JULY 1 HEARINGS

Sen. Johnson says he will testify in favor of the treaty. FCC Chairman Hyde was questioned by the Senators behind closed doors, after which the July 1-3 hearings were set. Clear Channel group plans to present detailed opposition.

A GROUP of firemen Senators on Capitol Hill, assisted by FCC and State Dept. officials, is getting up steam to clear the North American Regional Broadcast Agreement (NARBA) for Senate ratification before this congressional session ends.

It is pretty much a damn-the-torpedoes, full-speed-ahead approach. Whether the whole treaty will be scuttled, despite this high-powered effort, depends on two principal factors:

- How great the opposition to the treaty at hearings set last week for July 1, 2 and 3 by the Senate Foreign Relations subcommittee (Sen. Charles W. Tobey [R-N. H.] is chairman).
- Should the treaty be approved in committee, can a two-thirds majority of Senators present and voting be mustered?

NARBA apportions various parts of the AM spectrum among the North American countries. It has been awaiting Senate ratification since February 1951.

Sen. Tobey's subcommitte announced the hearing dates after holding a closed session Monday with FCC Chairman Rosel H. Hyde. Chairman Hyde's relationship with NARBA is pointed up by his position on the Commission and because he served as head of the U. S. delegation to the NARBA conferences leading up to the pact.

Supporters Argue

Ostensibly the behind-the-doors session was held to determine whether or not to hold a hearing. But what it amounted to, according to Capitol sources, was an argument by key people, like Sen. Edwin C. Johnson (D-Colo.), who, although not a member of the subcommittee, was present at the session, designed to convince the subcommittee that the treaty was needed and that opposition would not engulf its chances for ratification.

Apparently the subcommittee was convinced, at least sufficiently enough to decide to go ahead with hearings.

Sen. Johnson, asked about NARBA by B•T, revealed that he expected to testify in favor of the pact. He is ranking minority member of the Senate Interstate & Foreign Commerce Committee and the most NARBA-versed active Senator.

The Senator said the treaty has "good prospect" of being ratified. He said he was at the closed-door session because "I want to see it [NARBA] voted up or down," and because he wanted the subcommittee to hold hearings.

"I believe that the pigeon-holing of legislation like that is an atrocity," Sen. Johnson said. "Cubans were acting in good faith; to let it [NARBA] die is not only discourteous, it is rude—I run out of adjectives."

Senators present were: Tobey, Johnson, Mike Mansfield (D-Mont.) and William Langer (R-N. D.). Sens. Tobey, Mansfield, Langer, Homer Ferguson (R-Mich.) and J. William Fulbright (D-Ark.) make up the NARBA subcommittee.

Brunt of the opposition comes from the Clear Channel Broadcasting Service which functions to protect the sanctity of Class I-A channels for rural and remote coverage [CLOSED CIRCUIT, May 4]. CCBS opposes Senate ratification now because Mexico is not a party to the treaty and also because of "engineering difficulties."

Backing the clear channel group are the National Farm Bureau and the National Grange, both of which have sent protests to the subcommittee, it was learned.

The clear channel group, which was given to understand that opposition testimony was to clear within two days along with the stand of proponents, told B•T it already believes it "will be obliged to ask for a little more time."

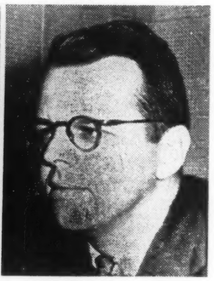
Hearings actually were set for three days, although officially announced as two. Third day will be used as "cushion"—i.e., if hearings become bogged down with too much testimony.

Here is the way the hearing schedule is shaping up:

Proponents—FCC Chairman Hyde probably will lead off, followed by other government officials; most likely there will be a State Dept. spokesman. Sen. Johnson will testify, if not ahead of Mr. Hyde (Senate courtesy), then soon after. Then will come other spokesmen, particularly station people—should they request to be heard.

Opponents—Hollis Seavey, director, CCBS; John H. DeWitt Jr., president of WSM Inc. (WSM-AM-TV Nashville) and chairman of CCBS' Engineering Committee; Reed T. Rollo, counsel, CCBS. Probably some station people will testify—though plans have not been made as yet. Farm groups may have spokesmen testify.

Mr. DeWitt


Mr. Seavey

Mr. Seavey told B•T that CCBS would want to make a "full presentation," and that it would be only "fair" for the subcommittee to afford his group sufficient time. He said it was his group's contention that the "people who will suffer are rural and small town people" because of NARBA. He also thought that it was doubtful whether the Senate could muster the necessary two-thirds majority to ratify the treaty.

Tax Finances Advertising

THE FLORIDA Legislature's House Citrus Committee has approved an amended Senate bill calling for an additional two-cent tax on fresh grapefruit to bring the tax to six cents per standard box.

Antenna Data Required

AGREEMENT between the FCC and the U. S. Coast & Geodetic Survey has resulted in an amendment of Part 17 of the FCC's Rules Concerning the Construction, Marking and Lighting of Antenna Structures, providing for a report to be made to the C&GS.

FCC GRANTS 1 VHF, 3 UHF

FCC's revised policies to expedite TV hearing cases and application processing resulted last week in the grant of a second vhf station for Seattle and new uhf stations for Albany, Rochester and Schenectady.

- The Commission on Wednesday issued a construction permit for vhf Ch. 4 at Seattle to Fisher's Blend Stations Inc., licensee of KOMO. The grant was made possible by withdrawal on Tuesday night of the competitive Ch. 4 bid of KJR there. KJR's chief stockholder (87%), theatre-owner Theodore R. Gamble, received an option for purchase of one-third interest in a new corporation to be organized by Fisher's Blend for the grant.

Associated with Mr. Gamble is Howard Lane, minority stockholder and vice president of KJR, and also of KOIN Portland. Mr. Gamble is principal stockholder in KOIN, applicant for vhf Ch. 6. KOIN has given 50% option to KGW Portland, former Ch. 6 competitor [B•T, June 8, May 25].

Seattle has been served by a single station, vhf Ch. 5 KING-TV.

In New York state, through last-minute withdrawals of competitors in several cases, the following grants were made:

- At Albany, WPTR received uhf Ch. 23 upon dismissal by WTRY Troy of its application. WTRY acquires 50% interest in Van Curler Broadcasting Corp., which received uhf Ch. 35 at Schenectady upon drop-out of Champlain Valley Broadcasting Corp. Latter sells physical assets of its WXKW Albany for $300,000 to Van Curler, WPTR and WTRY and will surrender WXKW's CP for 10 kw, 850 kc.
- At Rochester, N. Y., Star Broadcasting Co. received uhf Ch. 15 as WARC there gave up its competitive application. Star Broadcasting, licensee of WGVA Geneva, N. Y, buys WARC for about $110,000, subject to FCC approval.

Albany has no operating TV station but WROW there earlier was granted uhf Ch. 41.

Schenectady is served by WRGB (TV), assigned vhf Ch. 6.

Rochester is served by WHAM-TV, assigned vhf Ch. 5. Share-time grants on vhf Ch. 10 made several months ago there to WVET and WHEC have been postponed pending hearing on protest by WSAY Rochester. Uhf Ch. 27 has been granted to Genesee Valley TV Co., a merger of Schine Chain Theatres and WRNY Rochester, former Ch. 27 competitors.

Other TV actions last week included:

- Grant of uhf Ch. 27 at Lawrence, Mass., to General Broadcasting Co., owned by A. Alfred Franks, retail clothier, and Rudolph and Justin Wyner, textile manufacturers. The application was unopposed.
- Order by FCC making final immediately the June 4 initial decision of Examiner Fanney Litvin to grand uhf Ch. 62 at Evansville, Ind., to Premier Television Inc., owned by movie exhibitor J. D. Fine and family [B•T, June 8].
- Initial decision by Examiner Gifford Irion recommending grant of uhf Ch. 30 at Portsmouth, Ohio, to Woodruff Inc. (Edward Lamb), following drop-out by WPAY there [B•T, June 8].
- Initial decision by Examiner Benito Gaguine recommending grant of vhf Ch. 11 at Savannah, Ga., to WTOC there, following withdrawal of Martin & Minard [B•T, June 1].

Just a week earlier in the Seattle case, KJR had given up the contest for vhf Ch. 7 in competition with KVI and KXA to enter the Ch. 4 fight. Simultaneously, KIRO amended from Ch. 4 to Ch. 7 to "protect the total situation" and to preserve its prospective chances for TV [B•T, June 8].

KOMO, 50 kw NBC affiliate on 1000 kc, and KIRO, 50 kw CBS affiliate on 710 kc, had been negotiating off and on for some time to determine which would change to Ch. 7 to avoid an endless deadlock between the two major outlets. But no agreement was reached because it became moot when KJR amended to Ch. 4, according to Paul Porter, KIRO's Washington counsel.

There was no hint of KJR's intention to withdraw when it switched to Ch. 4, Mr. Porter indicated. He said KIRO has not determined its next step now that it is left with two competitors on Ch. 7.

When the new Ch. 4 grantee corporation is formed and Messrs. Gamble and Lane acquire one-third interest, it is contemplated that they will sell their KJR holdings to local interests. Present KJR management and operating personnel would be retained, it is understood. KJR, 5 kw on 950 kc, is an ABC outlet.

The Albany-Schenectady grants to WPTR Albany (Schine Theatres) and to Fabian Theatres-WTRY Troy came about in this way:

WPTR had been opposed by WTRY for uhf Ch. 23 in Albany. Van Curler Broadcasting Corp. (Fabian) had been opposed by WXKW Albany for uhf Ch. 35 in Schenectady. Albany-Schenectady-Troy are considered one market.

In a merger arrangement, filed last Monday with the Commission, Van Curler and WTRY combined forces, and WTRY dismissed its application. This put WPTR in an uncontested position for Ch. 23 in Albany. In addition, WPTR and Van Curler-WTRY bought the physical assets of WXKW for $300,000, with WXKW's major owner Stephen Rintoul agreeing to turn in his permit to FCC and dismiss his TV application. WXKW, which has been operating under a construction permit since 1948, has been having difficulty meeting its directional antenna requirement. This put the Van Curler-WTRY combination in a no contest position for Ch. 35 in Schenectady.

Agreement between Van Curler and WTRY (owned by Col. Harry C. Wilder and associates) provides that upon grant of the TV application to Van Curler, WTRY will become half-owner of the Ch. 35 station. Fabian group owns 65 theatres in New York, New Jersey, Virginia and Pennsylvania. It also owns the national 300-theatre Stanley-Warner chain. Col. Wilder at one time owned WSYR-AM-FM-TV Syracuse.

Schine Theatre Chain Inc. (J. Myer Schine) owns several hundred theatres in the Northeast (principally in New York, Ohio, Maryland and Kentucky). The Schine group also is 50% owner of WRNY-TV Rochester, N. Y., and has hotel holdings in six cities.

Meanwhile, FCC set for hearing in Washington on July 10 the competitive applications for vhf Ch. 8 at Peoria, Ill. Contestants are WMBD, WIRL and Brookwell Enterprises.

By memorandum opinion and order, FCC turned down a petition filed by WIBG Philadelphia asking the Commission not to accept the competitive application of Lou Poller for uhf Ch. 23 at Philadelphia.

Approve TV in Cars

TWO states have taken action allowing the operation of cars and trucks equipped with television sets. In Oregon, the governor approved a bill which allows a television set to be installed in vehicles providing its screen is in back of the driver's seat and cannot be seen by him. The Texas House vetoed a bill which would have prohibited the operation of vehicles equipped with TV sets.

Obviously OUTSTANDING . . .

PEORIA'S FAVORITE DISC JOCKEY LEADS THE FIELD IN NATIONAL SPOTS

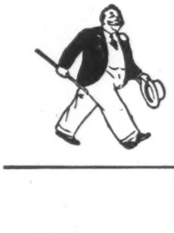
Wayne West is Peoriarea's biggest salesman—in more ways than one! "Three hundred pounds of entertainment", he sells more merchandise than anyone else in town on his show, "Wayne West Entertains".

The program is specifically directed to women. Wayne gives recipes and household hints . . . plays records, plays and sings himself. His "Chapel of Memories" is particularly popular. Response for national spot advertisers has been outstanding . . . for instance, a single announcement offering a trial size of SOFSKIN free brought 589 requests.

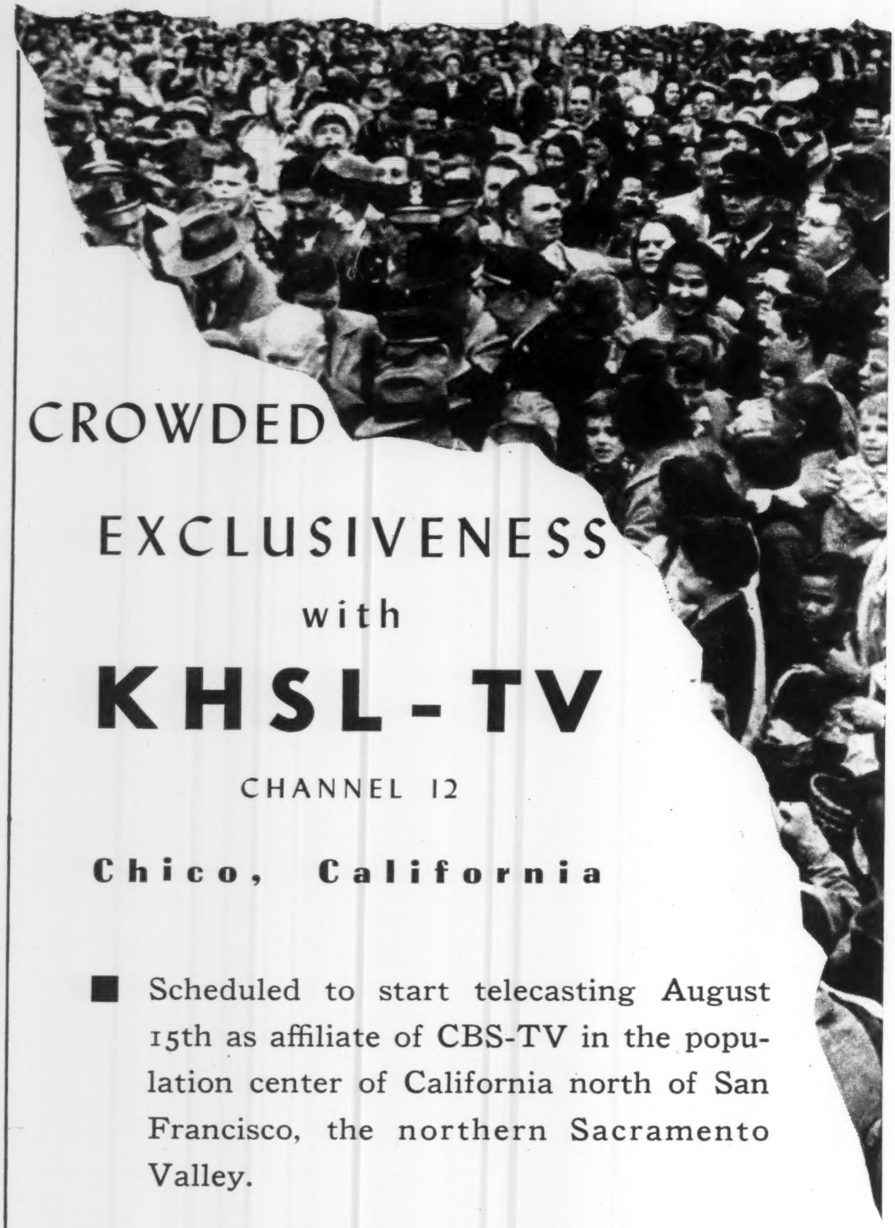
Skillful programming with the most popular local personalities helps maintain WMBD's dominant position in Peoriarea radio. Featured stars are only a part of WMBD's well-balanced staff. WMBD—the leader in audience ratings . . . WMBD—the leader in sales results.

To sell the Heart of Illinois, buy WMBD!

See Free & Peters



AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts



CROWDED

EXCLUSIVENESS
with
KHSL-TV
CHANNEL 12
Chico, California

■ Scheduled to start telecasting August 15th as affiliate of CBS-TV in the population center of California north of San Francisco, the northern Sacramento Valley.

■ KHSL-TV will be FIRST in Northern California's interior, FIRST in the Sacramento Valley.

■ Ask your network sales representative about initial and permanent audience exclusives offered by KHSL-TV,

or

check with station representative offices of W. S. GRANT COMPANY

RULE 1 (d) HOPES BUOYED IN SENATE

BASEBALL's legislative hope for rule 1(d) was riding high last week.

The Senate Interstate & Foreign Commerce Committee Wednesday unanimously approved Sen. Edwin C. Johnson's (D-Colo.) bill to permit the rule's reinstatement. Before its 1951 repeal, the rule prohibited broadcasts or telecasts of major or minor league games within a 50-mile territory around the home team's ball park.

Now the Senate can act. Sen. Johnson said he knew of no opposition in the upper chamber and that the measure would pass "in a few days."

Features of the action and an accompanying report (S Rep 387):

- Bill was changed to specifically spell out rule 1(d).
- Committee warned that FCC "can and should" consider complaints lodged by baseball of "unauthorized and deceptive broadcasting practices" when renewing an alleged station violator's license and also consider "instituting revocation proceedings." Such action is within FCC's "province and duty," it said.
- Letters by four broadcasters favoring the legislation [Closed Circuit, June 8] were released. Senators said that while they recognized the "honest difference of opinion" between organized baseball and certain radio-TV industry elements, "the radio and television industry, as represented by NARTB, appears to be divided."

Letters came from Ralph L. Atlas, president, WIND Chicago; Frank P. Schreiber, manager-treasurer, WGN Inc. (WGN-AM-TV, WGNB [FM] Chicago); H. W. Cassill, general manager, KIOA Des Moines (also an Atlas station), and R. O. Reynolds, vice president, KMPC Los Angeles.

All the broadcasters noted that their stations broadcast baseball. They all declared that baseball had the right to make its own rules for its own protection. (See excerpt of Mr. Schreiber's letter, B•T, June 8).

- "'Alleged' benefits from unrestricted, unregulated broadcasts as forced on the public today are superficial. They are sporadic, temporary and delusive," the report said.
- With rule 1(d) in the saddle again, broadcasting and telecasting by local radio and TV stations will be encouraged, according to the committee. "Reasonable regulation of baseball's broadcasts and telecasts will mean wider use of radio and television in the long run."
- The bill, according to the committee, authorizes action by baseball but does not compel such action in reinstating rule 1(d). While not admitting illegality of the rule, the committee wanted to clear up any doubt.
- From the tenor of the report and witnesses' statements quoted, there was no doubt that the committee felt that unrestricted baseball broadcasts or telecasts or both were harmful to major and minor leagues.

Hyde Sits In

ROSEL H. HYDE, FCC Chairman, took part in a Tuesday morning conference between President Eisenhower and members of the National Security Council. The meeting was confined to problems affecting the nation's defenses, it was understood. Haraden Pratt, telecommunications advisor to the President, also participated in the meeting.

"Mescal Johnston Calling"

MESCAL JOHNSTON
KLRA's Women's Service Director

Monday thru Friday
10:15 - 10:30 a.m.

Arkansas's Newest and Most Complete Woman's Show is on the Air!

Mescal Johnston is an Arkansas girl, married to Frank R. Johnston of the State Department of Education and Executive Secretary of the Arkansas Association of Future Farmers of America. They have a daughter, Marie, age 7.

Mescal is a graduate of Greenwood, Arkansas, high school, attended Arkansas Tech and received Bachelor and Master degrees in Home Economics from the University of Arkansas with further work in Home Economics at the University of Missouri. She taught home economics in high schools for 6½ years and clothing design and home economics at University of Arkansas for 3½ years. Taught art in West Side Junior High School, Little Rock, in 1952-53.

"Mescal Johnston Calling" is the kind of woman's show that women want to listen to, featuring as it does, interviews with interesting personalities, hints on homemaking, a good tip on buying, and suggestions for saving on the household budget.

Mescal Johnston is a member of the following organizations:

American Home Economics Association
Arkansas Education Association
Phi Upsilon Omicron—professional home economics
Kappa Delta Pi—honorary education
Mortar Board—honorary senior college women
American Association of University Women

Some good availabilities are open in "Mescal Johnston Calling." Ask your Taylor man.

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC
"ARKANSAS'S LISTENING HABIT"

KLRA
LITTLE ROCK

YOUR O. L. TAYLOR COMPANY
MAN WILL GIVE YOU
COMPLETE DETAILS

COVERING MOST ALL OF ARKANSAS AT 1010!

FCC APPROVES WAPI, WAFM-TV SALE

Commission action confirms the $2.4 million sale of WAPI-AM, WAFM (FM) and WAFM-TV Birmingham, Ala., from Ed Norton and Thad Holt to the Birmingham News Co. FCC also grants the sales of WLAW Boston-Lawrence to General Teleradio and WNAC-AM Boston to Vic Diehm Assoc.

SALE of WAPI-AM, WAFM (FM) and WAFM-TV Birmingham, Ala., for $2.4 million by Ed Norton and Thad Holt to the Birmingham News Co. was approved by FCC last week, conditional upon subsequent consent to the sale of the News Co.'s WSGN-AM-FM-TV there to another local group [B•T, April 27, 13]. Commrs. Paul A. Walker and Frieda B. Hennock dissented.

In other major transfer actions, the Commission approved the sale of WLAW-AM-FM Boston-Lawrence by Hildreth & Rogers' principals for $475,000 to General Teleradio Inc. FCC likewise granted the companion sale of General Teleradio's WNAC Boston for $120,000 to Vic Diehm Assoc. Inc. [B•T, May 11]. General Teleradio's WNAC-TV Boston on vhf Ch. 7 is not involved in the transfers.

Follows Storer Purchase

Consent to the WAPI transaction is the second major station sale approved at Birmingham in the past several weeks. FCC earlier granted Storer Broadcasting Co.'s $2.4 million purchase of WBRC-AM-FM-TV Birmingham from Mrs. Eloise H. Hanna [B•T, May 25]. Storer in turn has sold WSAI-AM-FM Cincinnati for $200,000-plus to broadcaster Sherwood Gordon, which awaits FCC approval [B•T, June 8].

Mr. Norton was 75% owner and Mr. Holt 25% owner of The Television Corp., licensee of WAPI, WAFM (FM) and WAFM-TV. WAPI, Alabama's first radio station, is a CBS affiliate on 1070 kc with 10 kw day and 5 kw night. WAFM-TV has been operating on vhf Ch. 13 since May 1949. It is a CBS, ABC and DuMont affiliate.

The Birmingham News Co. has sold WSGN-AM-FM and WSGN-TV, post-thaw permittee on uhf Ch. 42, to local investment banker John S. Jemison Jr. and associates. Consideration is $300,000. The transfer awaits FCC approval.

WLAW-AM-FM has been owned by Irving E. Rogers, publisher of the Lawrence, Mass., *Eagle* and *Tribune*. WLAW is assigned 50 kw fulltime, directional, on 680 kc.

WNAC is assigned 5 kw fulltime on 1260 kc, directional night.

General Teleradio, which owns the Yankee and Don Lee Networks, WOR-AM-FM-TV New York and is the principal owner of MBS, will retain the call letters WNAC when it takes over the 680 kc WLAW. The call of WLAW will be deleted.

Vic Diehm Assoc. have asked FCC to assign the new call of WVDA to 1260 kc WNAC. Mr. Diehm and his partners own WAZL-AM-FM-TV Hazleton, Pa.; WIDE Biddeford, Me., and WHOL Altoona, Pa.

General Teleradio proposes to retain the present WNAC studios for the 680 kc operation, retaining WNAC-FM and WNAC-TV. WLAW-FM will be surrendered. The Diehm group will take over WLAW's present studios in the Hotel Radford and WNAC's 1260 kc transmitter.

WNAC will retain its Mutual affiliation on the new 680 kc channel while the Diehm group will assume for WVHD on 1260 kc the ABC affiliation relinquished by WLAW.

Hildreth & Rogers is expected to drop its application for vhf Ch. 5 at Boston, also sought by CBS' WEEI, the *Boston Herald-Tribune's* WHDH and Greater Boston TV Corp. [B•T, May 25]. Latter is composed of 21 Hub businessmen, including Joseph A. Dunn, president of WORL.

General Teleradio is owned 90% by General Tire and Rubber Co. and 10% by R. H. Macy & Co. The Yankee Network Division comprises key MBS-affiliates (besides WNAC) WONS Hartford, WEAN Providence and WGTR (FM) Worcester. The Don Lee Network Division includes KHJ-AM-FM-TV Los Angeles, KFRC San Francisco and KGB San Diego.

Vic Diehm & Assoc. is owned 24.75% each by Mr. Diehm, Hilda Deisroth, E. H. Witney and George M. Chiswell. Kathryn Kahler owns 1%.

POOLE HITS EPT AS INEQUITABLE

TV broadcasters are "firmly opposed to extension of the excess profits tax for any period beyond July 1, 1953."

That is what John B. Poole, representing the Television Broadcasters' Tax Committee, told the House Ways & Means Committee last Friday. Mr. Poole is a Detroit attorney and a stockholder-director of Storer Broadcasting Co.

The committee is considering President Eisenhower's request for an extension of the excess profits tax for another six months.

The tax is undesirable and inequitable because it penalizes the growth and development of new and small business enterprises, distorts competitive relationship between members of the same industry, places a premium on base period experience and penalizes the present ability to compete, according to Mr. Poole.

He recalled that because of high TV losses in the so-called 1946-49 base period—and TV was pioneered primarily by radio broadcasters—normal earnings from radio were depressed. This placed the TV industry in a position of having a depressed base, making subsequent earnings vulnerable to a high tax rate.

Result, he explained, was a relief measure written into the Revenue Act of 1951 (Internal Revenue Code section 459[d]). This permitted TV broadcasters (before Jan. 1, 1951) to reconstruct their base period by eliminating the impact of TV losses upon radio or other businesses.

He charged, however, that regulations which have been promulgated since that time have placed broadcasters engaged in both radio and TV in an unreasonable and unrealistic position. Mr. Poole suggested remedies in the form of amendments should Congress decide to extend the excess profits levy.

These amendments, he indicated, would clear up difficulties in computing the radio rate of return in connection with TV operation, and in computing a new or consolidated excess profits credit when merger, consolidation or similar transactions occur.

Boots to Ike

TED KOOP, CBS Radio director of news and special events in Washington, called at the White House Tuesday morning as head of a committee that presented President Eisenhower with a pair of cowboy boots in connection with the National Press Club's annual outing. The President voiced regret he could not attend because of his trip to Rapid City, S. D.

KAMD Appeals FCC Approval Of KPLN Camden Sale

APPEAL to the U. S. Court of Appeals in Washington against FCC approval of the sale of KPLN Camden, Ark., was filed last week by KAMD Camden, Ark.

The *Camden News'* station alleged that the Commission erred in approving the assignment of the construction permit for KPLN (1 kw on 1370 kc, daytime) from Leo Howard to D. R. James Jr. It charged that the FCC had evidence of irregularity and hidden ownership in the construction of KPLN and that it should have revoked the CP.

Allen Protests Grant To Eugene TV Inc.

PROTEST against grant of vhf Ch. 13 in Eugene, Ore., to Eugene Television Inc. was filed last week by W. Gordon Allen, permittee of KTVF (TV) that city, on uhf Ch. 20.

Alleging standing as a competing TV station, Mr. Allen charged that C. H. Fisher and son, C. O. Fisher, had substantial interests in AM stations KUGN and KORE Eugene, Ore., and that this violated the FCC's duopoly rule prohibiting the control of more than one AM station in a single area.

Senate Backs More Money For NBS Radio Research

SECOND look taken by the Senate at the fiscal 1954 appropriation for the Commerce Dept. has prompted the upper chamber to recommend a $306,500 increase for research of the National Bureau of Standards in radio propagation and standards.

That amount was sliced from the bill by an economy-driving House. Differences of the House and Senate will be ironed out in conference. Conferees on this appropriation also will consider the fate of the business census, a function of the Bureau of Census. Funds for the service were cut by the House but reinstated by the Senate.

According to Sen. Andrew F. Schoeppel (R-Kan.), a member of the Senate Interstate & Foreign Commerce Committee who successfully fought for additional money for NBS, some $2.75 million had been allotted in the budget to NBS for its radio studies.

Stambler Leaves FCC Post

ARTHUR STAMBLER, legal assistant to FCC Comr. Frieda B. Hennock since 1950, resigned last Wednesday to become associated with the Washington radio-TV law firm of Scharfeld, Jones & Baron. Mr. Stambler began his new duties with the private law firm Thursday.

Samuel B. Groner, staff attorney-advisor since 1946 with the Justice Dept. Office of Legal Counsel, succeeds Mr. Stambler.

XUM

THE FACTS

speak for themselves - about

"HOMETOWN, AMERICA"

on WFBR in Baltimore!

"Hometown, America", is doing an *amazing* job for the 11 participations now placed on the show. The number of labels bid—the number of new accounts opened, etc.—has astounded even those who are used to "Hometown, America's" success in other cities. "Hometown, America" has been on WFBR in Baltimore for just 4 short weeks, but—

IN THE FIRST 4 WEEKS

28,338

LABELS WERE BID IN RADIO TELEPHONE AUCTIONS

511

CALLS WERE MADE BY OUR SALES SERVICEMEN

278

NEW RETAIL GROCERY OUTLETS WERE OPENED FOR SPONSORS

410

STORE POSITIONS WERE IMPROVED FOR SPONSORS

469

STORES ARE NOW COOPERATING AND DISPLAYING "HOMETOWN, AMERICA" DISPLAY MATERIAL

401

INDIVIDUAL DISPLAYS WERE BUILT FOR SPONSORS

THIS IS ONLY THE BEGINNING!

There is still room for a few non-competitive sponsors on "Hometown, America" on WFBR—the greatest, most effective radio grocery promotion ever devised! Write, wire or phone your John Blair man or any WFBR account executive!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. • REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

FCC SUBMITS REPLY TO SENATE QUERIES

FCC last week submitted detailed answers to questions asked it by the Senate Interstate & Foreign Commerce Committee on relieving the TV hearing backlog.

Questions grew out of a session held by the committee with the Commission May 18 [B•T, May 25].

Highpoints follow:

FCC said it cannot act "merely on the ground of vague suspicion, and must be careful to avoid injustice to innocent parties" when considering so-called "strike" applicants. It added it was studying a cut-off date plan to facilitate handling.

The Commission outlined actions taken and told of changes underway in streamlining procedures and overhauling its system of priorities [B•T, May 25].

FCC said it has received no specific proposal that it permit two or more competing applicants in a community to form a trustee corporation to obtain an interim license and operate the station during the time taken to complete a hearing involving the applicants for a channel.

With new hearing procedures, FCC believes that B-4 cities on the priority list can be designated for hearing "considerably sooner than we had previously expected." Actual time-table would depend on number of examiners provided in fiscal 1954's appropriation.

FCC pointed out technical differences between uhf and vhf operation have been reduced and that anyway, in considering successful competition by uhf in established vhf areas, factors of the number of stations established, economy of the community, of network affiliation, etc., must be noted.

FCC said: "Excluding educational and territorial assignments, 927 uhf channels and 110 vhf channels have neither been granted nor applied for."

Not all vhf sets must be converted to receive uhf. There are only 30 uhf outlets on the air (as of June 9).

Uhf will not go the way of FM because "it is believed that the intermixture of vhf-uhf channels throughout the country, the fact that the uhf band contains 70 channels as against 12 in the vhf band, and the fact that many areas will receive only uhf service" would prevent such an occurrence.

NTSC to Study Procedures At June 24 Meeting

THE NATIONAL Television System Committee has scheduled a full-dress meeting for June 24 in an effort to decide its procedure in the forthcoming petitioning of FCC for compatible color TV standards.

The main question, it was understood last week, is whether NTSC will itself petition FCC, or whether it will wait and make its position known in comments filed in connection with some other petition or petitions. RCA has made clear that it intends to petition FCC by July 1 (also see story page 76), and there has been speculation that some other manufacturers also may petition separately.

The approximately 20-man NTSC group, headed by Dr. W. R. G. Baker of General Electric, was reported now to be in general agreement that the compatible system is ready to be put before the FCC and has been sufficiently field-tested.

The June 24 meeting will be held at IRE New York headquarters.

'Streamlined' Agency Set To Replace NPA

NATIONAL Production Authority in the Commerce Dept. is scheduled to be replaced by a new, streamlined "business services agency." This was revealed last week by Secretary of Commerce Sinclair Weeks.

He said NPA's defense allocation functions would be retained but that some 20 main divisions, with "key advisers" recommended by various industries to represent them, would be created. A major division, he said, would be electronics.

"In our overall format," he said, "we plan to help advertisers, sales executives and salesmen through industry in divisions dealing with marketing and distribution problems." NPA had reduced staffing of its Electronics Div. from 92 to 18 in the past year [CLOSED CIRCUIT May 25].

Pro Football Argument Set for Court Hearing

JUDGE Alan K. Grim tomorrow (Tuesday) will hear argument on the National Football League's motion to stay the Government's antitrust suit pending in the U. S. District Court in Philadelphia.

In a 19-day trial ended March 12 the Government charged the football league with violating the Sherman Antitrust Act by restricting TV and radio coverage of games.

ILL. BANS FUNDS FOR U. TV PLANT

THE U. of Illinois may be permitted to construct its proposed television station, but without benefit of state funds, judging by developments in the state legislature at Springfield last week.

The Senate Education Committee approved a bill to ban outright construction of such a station, but an amendment was being prepared for submission on the senate floor. It reportedly would allow state universities to build TV stations, provided money or equipment comes from outside or private sources. The university already has some $200,000 worth of TV equipment on-hand for its proposed operation on vhf Ch. 12. It hopes to get an additional $100,000 from the Ford Foundation.

Even so, it would need between $30,000 and $40,000 a year more than it is now spending for the station to go on the air, according to Dr. George Stoddard, U. of Illinois president.

Meanwhile, CETA reported last week that more than $300,000 of the necessary $800,000 have been pledged. Another $150,000 each has been promised by the Ford Foundation and Chicago Board of Education.

House Frowns on Standby

EXEMPTION of radio and/or TV station rates from a 90-day emergency "standby controls" proposal—a recommendation approved by the Senate [B•T, May 25]—may prove only academic. The House last week passed a watered controls measure without the 90-day emergency section which had been knocked out by the House Banking & Currency Committee. Unless Senate-House conferees reinstate the section, the emergency provision may be a dead duck this session of Congress.

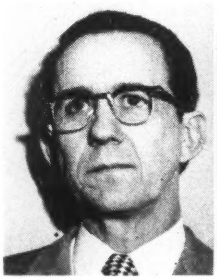
EXECUTIVE SHIFTS MADE AT KCMO

IN LINE with the grant of a TV construction permit for KCMO-TV Kansas City on June 3, T. L. Evans, president of KCMO, has announced that E. K. Hartenbower has been appointed general manager of KCMO-AM-FM-TV, assuming managerial operations of KCMO-TV. R. W. Evans has been named manager of AM operations.

Mr. Hartenbower

In addition to his present duties as assistant to Mr. Hartenbower, Clarence E. Breazeal assumes full management of KCMO-FM Transit Radio. Karl Troeglen, technical director of KCMO, will also assist Mr. Hartenbower in TV operations.

According to present plans KCMO-TV is expected to be on the air about Oct. 1.



Mr. Breazeal

R. W. Evans

KHJ-TV Names H-R TV Inc.; Staff Changes Announced

KHJ-TV Los Angeles has appointed H-R TV Inc. its national sales representative, effective today (Monday), according to Willet H. Brown, president of Don Lee Network Div. of General Teleradio Inc., parent corporation.

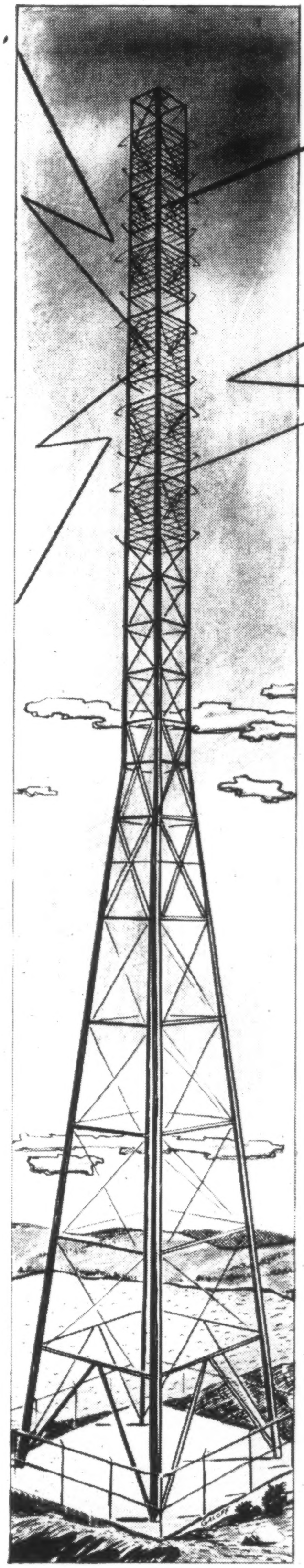
At the same time, Mr. Brown announced that George Whitney, vice president in charge of TV sales for KHJ-TV, has gone to New York to work with the H-R organization there.

In other changes, John Reynolds, sales manager of KHJ-TV, was appointed manager of the station, and Howard Wheeler, account executive for the past year, was named to take over as head of local sales. John Bradley, KHJ-TV's sales representative in the San Francisco area, will join H-R TV's San Francisco office.

John Blair & Co. continues to represent the Don Lee radio properties.

WHAS-TV Rates Go Up

WHAS-TV Louisville, Ky., will increase its hourly rate from $600 to $700 when rate card No. 6 goes into effect July 15, Neil Cline, station manager, announced last Thursday. The Louisville station's open rate 1-minute announcement, Class A, has been increased from $120 to $140.



Sell More On ④ with KRON-TV's SUPER SIGNAL

NOW you can be sure of reaching the largest group of consumers in the rich Northern California market over Channel 4. Now you can take advantage of KRON-TV's 4-POINT SUPERIORITY.

- HIGHEST ANTENNA in the San Francisco-Oakland Bay Area, with effective transmitting height of 1441 feet, gives you maximum clearance of local obstructions.
- HIGHEST POWER allowed by law for Channel 4 gives you added thousands to see and hear your sales message. Viewers as far away as 200 miles report fine reception.
- LOW FREQUENCY on Channel 4 gives you a more efficient wave length and more effective coverage over a wider area.
- GREATER DEPENDABILITY. Your advertising benefits from the unmatched protection of a double antenna system and an automatic standby generator to insure against telecast failure.

Add it all up and the answer is: You get better coverage... more complete coverage... more dependable coverage in Northern California on Channel 4. Take advantage of KRON-TV's 4-POINT SUPERIORITY for

SUPER SALES from a SUPER-SIGNAL

FREE & PETERS
National Representatives

KRON TV 4
SAN FRANCISCO

RADIO SERVES IN WAKE OF TORNADO DESTRUCTION

Broadcasters again rolled up their sleeves last week as the elements wrought havoc through the Midwest and New England. And these initial reports from the stricken areas indicate that all radio served well.

All Served Well

SYNONYMOUS with the word "radio" has been the public service rendered by all outlets in time of national or local emergency. Last week's tornado disasters provided no exceptions. The accompanying report, while representative of all radio, is based on that first information provided by the stations mentioned and is not to be construed as the full story of radio's effort.

RADIO's ability to take over leadership under disaster conditions last week was again pointed up as additional tornadoes swept the country, dealing death and destruction in Massachusetts, Michigan, Nebraska and Ohio cities. Much already has been told of the medium's resourcefulness after similar tornadoes last month in Texas, Nebraska, Michigan and Ontario [B•T, May 18, et seq.]

Last week's grim harvest claimed well upward of 200 lives, injured hundreds and left millions of dollars in damages, with radio again proving its worth as broadcasters placed not only their facilities at the disposal of the victims and their communities, but in many cases displayed personal acts of heroism and sacrifice.

Highest death toll came from a series of twisters Monday in Michigan and Ohio, where deaths have been counted at 140 and injuries at more than a thousand. Next highest death toll was in the Worcester, Mass., area the next day when more than 80 lost their lives and some 800 were injured.

Stations providing on-the-scene staff coverage and assistance, as reported late last week, included: At Worcester, WAAB WNEB WTAG-AM-FM Worcester and WNAC Boston; at Flint, WFDF WKMF WTAC WBBC Flint and WJR WWJ-AM-TV Detroit. WGAR Cleveland reported on the tornado in that city Monday, as did WSRS Cleveland Heights.

Reports of radio's part in the tornado which struck in the Worcester region at 5:30 p.m. Tuesday still were coming in late last week.

WTAG-AM-FM Worcester, besides emergency broadcasting, supplied disaster coverage to WPRO Providence; WKNE Keene, N. H.; WLAW Lawrence, Mass.; WLAM Lewiston, Me.; WVOM Brookline and WEEI Boston. Late Tuesday WTAG News Director Jim Little reported coast-to-coast from WTAG studios on the entire CBS Radio network.

WTAG coverage was boosted by the reporting staffs of the *Worcester Telegram* and *Gazette*, affiliated with WTAG Inc. ownership. The station, undamaged by the tornado, remained on the air with intensive news coverage until the emergency was passed, with virtually the entire staff doing disaster work, according to Program Director A. J. Brissette.

On Wednesday the entire WTAG commercial department compiled disaster bulletins, personal notices and appeals, and many donated blood at Worcester hospitals. WSBM New Bedford, Mass., News Director Jerry Jerome and assistant Dick Bunnewith made telephoned reports from WTAG Tuesday night.

WTAG cancelled nearly all commercials and regular programs in favor of tornado coverage. Newsmen broadcasting eyewitness accounts from the disaster area included Louis Fontaine, Ben Oman and Andrew Fuller, community service director. Newsman Chris Condon reported from the city desks of the *Telegram* and *Gazette*.

WTAG at 10 p.m. Wednesday presented "Tornado," a full-hour documentary produced and narrated by Mr. Fuller which included recordings of WTAG eyewitnesses reporting.

The station last Friday was to produce "Tornado—Part Two," a sequel broadcast produced on-the-scene in Worcester County's tornado disaster zones which was to be aired at 9 p.m. by WTAG-AM-FM. Interviews were scheduled by Mr. Little, Mr. Fuller and John Wood. WTAG reported it was on the air more than 30 hours with continuous news and disaster bulletins. Programming became more normal Thursday, the station said.

WTAG on Wednesday sent a report in French on the tornado direct to Canadian Broadcasting Corp. at Montreal to be relayed to Canadian stations. Featured was Wilfred Beauliu, publisher of Worcester's French language newspaper, *Le Travalleur*, who interviewed his brother, Jean-Paul, a resident of the Great Brook Valley area, Worcester's worst disaster zone.

WNEB Worcester, upon news of the disaster, immediately went into action with its staff of 25, cancelling all scheduled programs and broadcasting emergency information, according to General Manager John J. Hurley.

Mr. Hurley said the station was on the air without a break from the time of the tornado until midnight the following day, devoting the complete 30 hours to disaster relief reporting. No commercial program was aired until 6 a.m. Thursday, he said.

Several members of the WNEB staff went immediately into the disaster areas and were able to give fast, eyewitness accounts. Although the home of Paul Larson, a WNEB personality, was demolished, he came to the studios to give an account of his experiences.

WNEB says it united hundreds of people, also acting as a relay point for messages from civil defense officials and for the Worcester police, who relayed telephone calls to many distant points. WNEB also cooperated with local officials of the American Radio Relay League, transmitting messages to them for retransmission by amateur operators to distant points.

The station had lines set up at local CD headquarters and helped relay instructions, many of which were received over car radios in Holden and Shrewsbury, Mass., where knocked-out power put home radios out of action.

Mr. Hurley said Thursday his station still was broadcasting messages from individuals and firms who were donating food, clothing, shelter and other facilities.

WAAB Worcester broadcast continuously for 33 hours after the tornado struck, with News Director Bob Nims coordinating story coverage. George F. Wilson, president-general manager, reports 10 staff members covered the disaster from the scene.

WNAC Boston aired first coverage of the Worcester tornado on its 6 p.m. Tuesday edition of the Yankee News Service on the Yankee Network and WNAC-TV.

WNAC beep telephone interviews with civil defense heads, police and fire representatives and others were presented. John D. Maloy, Yankee production director, and Lester Smith, special events staffer, sent direct feeds to WNAC from Worcester, describing the disaster. Leland C. Bickford, editor-in-chief of the Yankee News Service, aired an eyewitness report of the tornado in the 11 p.m. edition Tuesday, told by I. B. Robinson, Yankee technical director, who happened to be in Worcester at the time of the storm. This report was the highlight of Mutual's *Newsreel* coast-to-coast program Wednesday at 2:45 p.m., a WNAC spokesman said.

WNAC-TV telecast special news reports and UP pictures through Wednesday, and at intervals WNAC listed known fatalities.

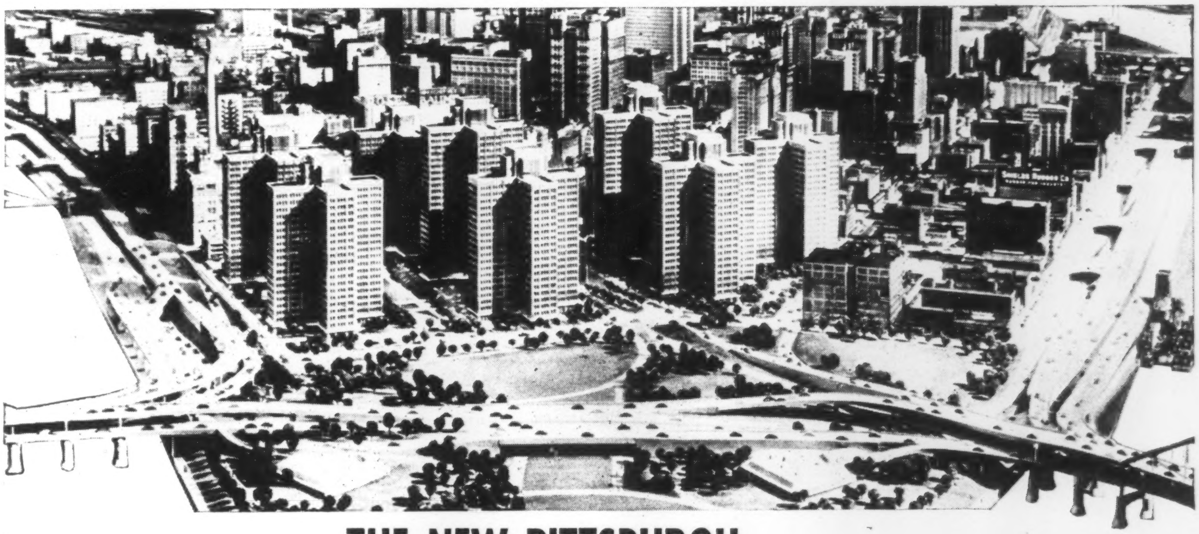
Sen. John F. Kennedy (D-Mass.) was to have spoken Wednesday on the Yankee network.

WEEI Boston coverage of the tornado began at 6:15 p.m. Tuesday. Charles Ashley, on the air with a news program sponsored by Kaiser-Frazer dealers, flashed the first reports of the tornado. Commercials were dropped to allow maximum news items.

Newsmen Art Smith and Ralph Morse manned a special wire to WTAG Worcester, carrying direct reports from WTAG at 10:15 p.m. WEEI continued with reports of the tornado through the rest of the night.

WPRO-AM-FM Providence, R. I., according to Kenneth Curto, local sales manager, received permission to retransmit the WTAG

WJR Detroit's mobile studio unit, shown on the scene of the Flint, Mich., disaster, was used as emergency communications center for the governor, state CD director and Red Cross.



THE NEW PITTSBURGH . . .

THE NEW

KQV

NOW CBS RADIO!

5000 WATTS · 1410 KC

Today, another inspiring chapter is being written in the Pittsburgh story . . . a book whose glowing chapters tell of a great city being built anew . . . of gleaming new office buildings, hospitals, industries, highways and parks.

On June 15, KQV—for twenty years Pittsburgh's leading local forum and radio market place—joins the great CBS Radio Network.

So now more than ever, the station for selling Pittsburgh's rich industrial market—more prized now than ever because of the city's great new vitality—is KQV, Pittsburgh's Aggressive Network Station . . . the steel capital's new voice of CBS Radio.

Obviously, everyone's now moving to the new KQV. Won't you?

KQV . . . 5000 watts . . . 1410 on the dial . . . *but now on the CBS Radio Network.*

Pittsburgh's Aggressive Network Station

National Representatives: WEED & CO. New York · Boston · Chicago · Detroit · San Francisco · Los Angeles

FM signal and aired that station's entire programming from 8:30 p.m. Tuesday to 2:30 a.m. Wednesday, supplementing these broadcasts with warnings relayed by Rhode Island state police asking persons to stay out of the stricken area.

Mr. Curto said his station's switchboard was swamped with calls for aid from listeners seeking information about relatives in the tornado area. Mr. Curto said WPRO's FM signal helped WTAG to reach people in the WTAG fringe areas.

WPRO staffers voluntarily showed up to help with telephone calls and engineering and announcing duties during the emergency, Mr. Curto said. Of WTAG he said:

"WPRO gives its sincere tribute to WTAG radio coverage and flexibility, which was in the finest traditions of radio's real sense of responsibility to the community it serves."

At Flint, WFDF reports it carried its first eyewitness report at 10:18 p.m. Monday after the tornado had struck at 8:35 p.m., and carried other such reports on ensuing programs. WFDF representatives helped identify bodies of victims and broadcast tape recordings made in the disaster area from its mobile unit, beep telephone recorded interviews, a telephone interview with Mayor Donald Reigle, a list of victims, an interview with City Manager Herman Young, appeals for blood donors, warnings to purify drinking water, messages to Red Cross disaster units, locations of shelter points, appeals for bedding and other equipment, warnings to the public to stay out of the disaster area, appeals for manpower and equipment to dig bodies from the debris, appeals for doctors and nurses, for food and coffee, and for funds.

Lester Lindow, WFDF general manager, reports his station served as a news center for WJIM-AM-TV Lansing, WWJ-AM-TV Detroit, WOOD-AM-TV Grand Rapids and WEOA Evansville, Ind., also giving information to other stations who messaged for information.

Mr. Lindlow said WFDF acted as a relay point and clearing house for messages from relatives of those in the storm area and taped interviews at the scene with Sen. Homer Ferguson (R-Mich.), Postmaster Gen. Arthur Summerfield (a Flint resident), and Congressman Kit Clardy of the Flint district, all of whom flew in from Washington.

WFDF reports it also on Wednesday publicized formation of an Emergency Relief Planning Council, aired a round table talk on tornado relief, and at the mayor's request arranged for a one-minute silence Thursday in tribute to victims.

Mr. Lindow said Flint was not merely so badly damaged as newspaper reports have led the nation to believe; that the area stricken was only two to three blocks wide and seven miles long, and was two miles north of Flint's city limits. Casualties were high because the flimsy homes in this area were overcrowded in many instances, he said.

WKMF staffer Gary Willson aired a warning at 8:20 p.m. Monday that a pilot who had just landed had spotted the tornado several miles away. WKMF's first eyewitness account of the disaster was from staffer Stanley Heinemann, who witnessed the twister at its full impact from his home half-a-mile from it, according to W. Eldon Garner, station managing director.

Program Director Dusty Rhodes directed staffers in coverage of the disaster that night and through the next day from various points such as the destroyed area, hospitals, a large auditorium used for first aid treatment and the armory, which served as a temporary morgue.

WBBC Flint, according to Gerald Schroeder, general manager, operated according to its FCC license, deleting all commercials for 22 hours and carrying messages from the Red Cross and other agencies involved.

WJR Detroit sent its mobile studio with power plant, shortwave facilities, mobile radio telephone and a staff of two engineers and newsman Bill Sheehan to Flint to set up headquarters in the stricken area. A spokesman said, it arrived "in time to meet a critical need for emergency communications on the part of the governor, the state civil defense director, Red Cross, state police and hospital officials."

Gov. G. Mennen Williams, who the station reports assumed personal supervision of the disaster area, used the mobile studio as early communications headquarters, employing the WJR shortwave telephone to call out the national guard, state police and issue other instructions.

Gov. Williams praised WJR for supplying the mobile equipment, saying, "I want to especially thank WJR. They have been very helpful to me. . . . WJR has performed an outstanding public service."

Gen. Lester Maitland, state civil defense director, also used the mobile unit for directing emergency work, WJR reported. Newscaster Sheehan broadcast appeals and emergency instructions.

Previously, WJR's program director, Franklin Mitchell, had reported damages from Monroe and Erie, Mich., where others were killed and injured by tornadoes, and the WJR mobile unit broadcast property damage at Milford, Mich., before finding that Flint had suffered heavier damages.

WJR reports it aired 16 special on-the-scene reports from Erie, Milford and Flint from 10 p.m. Monday to 9 a.m. Tuesday, besides airing frequent news bulletins based on telephone calls and wire service flashes.

WWJ-AM-TV Detroit reported it assigned dozens of broadcasters and technicians to cover the Michigan tornadoes and devoted four hours of radio time and two and a half hours of television time to coverage.

A WWJ disc jockey interviewed Detroit Police Commissioner Donald S. Leonard as he drove into Flint at 4 a.m. James Eberle, WWJ public affairs manager, went to the devastated area with WWJ's field unit, from which he made on-the-spot reports.

Bob Maxwell, WWJ-TV performer, flew a plane over Flint while Robert Ritter, producer-director, shot movies of the damage, which were shown on two evening telecasts. At 11:30 a.m. Tuesday WWJ-TV showed ground films of Flint damage which were made by James Jewell of the station's engineering staff. John Merrifield, WWJ farm director, aired a story on damage to farms. Newscasters Carl Cederberg and Harold True described the disaster over NBC at 7:30 p.m. and 11:15 p.m. Tuesday.

Bob Leslie presented a summary of the day's telecasts at 11 p.m., plus interviews with rescue and civil defense workers. The station said technical difficulties prevented TV coverage direct from Flint despite construction of two relay posts between there and Detroit. WWJ-AM-TV appeals were credited with helping obtain record blood donations at Detroit, the station reported.

WGAR Cleveland claimed it was the only radio station in that city which continued emergency operation after a storm there knocked out public power. WGAR switched to its diesel-powered 5 kw transmitter to maintain its signal during the hour other radio-TV outlets were dead. WSRS Cleveland Heights also broadcast during the emergency. WGAR carried a civil defense appeal for blankets, food and milk for storm victims, and the station reports that when other outlets returned to the air they helped workers to locate damaged power lines and reported damages. All Cleveland outlets had warned of the coming tornado, holding loss of life to a minimum, a WGAR spokesman said.

WSRS President-General Manager Samuel R. Sague said his station broadcast warnings of the impending danger, carrying direct comments by weather experts. WSRS then went into emergency operation, cancelling commercial programs. He said a number of letters have been received from local citizens praising the station for its alerting activities and its coverage and instructions on what listeners should do.

KNIGHT NAMED WABD (TV) MANAGER

APPOINTMENT of Norman Knight, vice president in charge of sales, advertising and promotion of *Sponsor* magazine for the past four years, as manager of the DuMont TV Network's WABD (TV) New York was announced last week by Chris J. Witting, DuMont's managing director.

Mr. Knight

He succeeds Richard E. Jones, whose future plans were not announced. The appointment is effective July 21.

Mr. Knight formerly was eastern manager of station relations for Mutual for three years. Before that, he had gained experience as a salesman for Storer Broadcasting Co. and subsequently as general manager of West Virginia Radio Corp., which is licensee of WAJR Morgantown and WDNE Elkins. Previously he had engaged in announcing and radio writing and promotion activities.

HARTB Elects Hollinger

FIN HOLLINGER, general and commercial manager for KPOA Honolulu, has been elected president of Hawaiian Assn. of Radio & Television Broadcasters, succeeding Jack A. Burnett, KULA Honolulu. Ezra Crane, KMVI Wailuku, was elected vice president of HARTB, and Ira G. Mercer, KHON Honolulu, was elected secretary-treasurer. Mr. Burnett and Robert Denison, KIKI Honolulu, were elected directors.

Mr. Hollinger

WDAF-AM-TV Strike Still On

WDAF-AM-TV Kansas City entered its 21st day of shutdown last Thursday with the AFTRA-called strike still underway [B•T, May 25]. Management and union officials have been meeting intermittently during the past three weeks but with no results. At issue is a union demand that the stations' announcers be paid a fee for commercial announcements while on their regular shifts. Announcers are paid talent fees for commercials they render off-shift. The *Kansas City Star's* stations offered a raise in pay of $4 weekly.

SOCIAL NOTES FROM ALMOST ALL OVER

especially Amarillo

THERE ONCE was an Indian tribe, the "Tejas," whose name meant "friends." Explorers mistook the tribal name for the land's name, and that's one story about how "Texas" was born.

Armadillos, which often end up as baskets, have nothing to do with the origin of the name Amarillo. An armadillo can't see much better than the mole in Pogo; it is just as easily confused; and if you ever lose a bit of skin to its sharp toes, remember it was only trying to depart in a hurry. No he armadillo has a sister his age; no she armadillo has a brother her age; they're always born four of a kind.

You're probably wrong about a horse with lots of bottom. It means he has endurance.

"You want a saddle with a horn or without?" asked the outfitter at a dude ranch. "Better make it with," replied the tenderfoot, "this traffic will need honking at."

There are only two markets in the U. S. whose per family retail sales exceed $5,000. Both are in Texas. The top one (of the 225 metropolitan counties listed in *Sales Management*) is Amarillo, with $5,794.

26,461 TV sets have been sold in the Amarillo trade area in the last five months.

KGNC AM-TV
★ Amarillo
NBC AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4 • Represented nationally by the O. L. Taylor Company

THE LATEST
WCKY
STORY

WCKY THE

RADIO SATURATES CINCINNATI

Using Radio You Can Reach Just 2.5% Less Than Everybody

RADIO HOMES	**97.9%**
TV HOMES	**73.6%**
DAILY NEWSPAPER A	**41.9%**
DAILY NEWSPAPER B	**42.2%**
DAILY NEWSPAPER C	**42.4%**

Why settle for less when you can get 97.9%
of all Cincinnati homes on Radio
and
Why settle for less when you can get 50,000
Watts of Selling Power
on

WCKY

* Figures for Cin. Met. Area 295,600 Families
Radio Homes BAB
TV Homes Pulse
Newspaper Circulation ABC City Zone

WCKY . . . ON THE AIR EVERYWHERE ● TWY-

SELLINGEST STATION IN THE NATION

ON WCKY YOU GET

FULL PENETRATION
Not just part of the market as with other media.

REAL FREQUENCY
10 - 20 - 30 times a week if needed, to drive home your sales message.

LOW COST
with WCKY's low low rates and high ratings, you get the lowest cost per thousand, lower than any other Cincinnati radio station and much much lower than TV or newspapers.

BONUS COVERAGE
at no extra cost. WCKY is first in Out of Home Listening and also gives you a big big bonus of listeners outside of Cincinnati area with 50,000 watts.

Buy WCKY and Get Full Coverage
in Cincinnati
Plus a Big Bonus

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson
WCKY
CINCINNATI

Y-FOUR HOURS A DAY • SEVEN DAYS A WEEK

XUM

EIGHT MORE TV STATIONS DEBUT TO BRING POST-THAW STARTS NEAR 80

More important markets, including Kansas City, Mo., Duluth, and Scranton, get uhf service. And reports from permittees indicate scores more are in the final stages of preparation.

THREE new TV stations, all uhf, went on the air last week, one vhf outlet was to have started programming yesterday, and two uhf and two vhf are planning to begin commercial operations today (Monday).

Last week's starters are KCTY (TV) Kansas City, Mo., uhf Ch. 25, WFTV (TV) Duluth, Minn., uhf Ch. 38, and WGBI-TV Scranton, Pa., uhf Ch. 22. Yesterday KROC-TV Rochester, Minn., vhf Ch. 10, was planning to begin, and today KSWS-TV Roswell, N. M., WFAM-TV Lafayette, La., WROM-TV Rome, Ga., and WTVE (TV) Elmira, N. Y., are to begin.

WROM-TV had been counted as going on the air May 30, but did not make that date.

KCTY officials last Thursday were uncertain whether or not the station would begin commercial programming over the past weekend —it depended on how soon equipment tests could be completed.

Deducting WROM-TV from last week's total on-the-air with commercial programming, and adding KCTY (TV) WFTV (TV) and WGBI-TV, the total number of operating post-thaw uhf stations equals the total vhf outlets. Both stand at 36. (Add KROC-TV and the four which planned to start today, and the total post-thaw stations rises to 77, with 38 uhf and 39 vhf stations.)

The total number of commercially-operating U. S. TV stations now is 180, exclusive of the aforementioned probable starters.

Here are late reports from some of the stations:

- Herbert Mayer, president of KCTY Kansas City, Mo., uhf Ch. 25, said his newest uhf TV station may be programming commercially today (Monday)—and if equipment tests late last week were completed in time, the station was to have been on the air the past weekend with major league baseball games and other special events. At the latest, the station is due on with commercial programming this week.

Meanwhile, it was announced that KCTY (TV) has appointed Avery-Knodel Inc. as its exclusive national representative.

Mr. Mayer said everyone at the station was pleased at the excellent coverage the station was getting, even though it is operating with interim power while awaiting shipment of a 10 kw amplifier. "In fact," he declared, "I've heard reports of reception in St. Joseph, Mo., which is 56 miles away from here.

- WGBI-TV Scranton launched commercial operations on June 7 with an hour-long dedication broadcast featuring station officials along with civic and religious leaders and key city officials. The station is on uhf Ch. 22 with 215 kw, and current plans call for daily telecasts between 5 and 11:15 p.m.

Mrs. M. E. Megargee, president of Scranton Broadcasters Inc., which owns and operates WGBI-AM-FM-TV, opened the special program with a brief dedication speech.

Frank Megargee, son of Mrs. Megargee and the late Frank Megargee, founder of WGBI, threw the switch which put WGBI on the air. Kenneth Cooke, chief engineer of WGBI for the past 24 years, was singled out as responsible for designing the TV studios and installations and for supervising the construction.

WGBI-TV is affiliated with CBS-TV, and claims the distinction of being one of the few TV outlets to begin programming on its scheduled target date.

- Tom Evans, KCMO-TV Kansas City president, said the station hoped to be on the air by fall. He estimated a 90-day construction period following the customary 30-day waiting period. RCA equipment is on hand and the station probably will seek temporary authorization to use its present FM tower to introduce prompt service.

Katz is the KCMO (AM) representative and is expected to represent the station TV-wise, too, Mr. Evans said. KCMO-TV was granted vhf Ch. 5.

- Tom Richards, general manager of WACA-TV Camden, S. C., uhf Ch. 14, said the station is aiming for Nov. 1, and will use a DuMont 5 kw transmitter with an effective radiated power of 92 kw visual. No national representative has been chosen, he said, and negotiations still are underway on network affiliation.

- Mel Wheeler, general manager of WEAR-TV Pensacola, Fla., vhf Ch. 3, said a Sept. 1 debut was planned. Mr. Wheeler, who also manages WJDM-TV Panama City, Fla., granted two months ago, said DuMont equipment will be used and that George P. Hollingbery would be the national representative.

- Ben Ludy, general manager of WIBW-TV Topeka, Kan., vhf Ch. 13, looks toward "late fall" as the starting date for the new station. He said there have been no network negotiations as yet. WIBW (AM) is a CBS affiliate. Prospects are that the TV station, like WIBW, will be represented nationally by the Capper Sales offices.

- Tom Gilchrist, general maanger of WJHP-TV Jacksonville, Fla., uhf Ch. 36 grantee, and also manager of WTMC Ocala, Fla., said "We are starting construction immediately and hope to bring the finest uhf signal possible to Jacksonville." He anticipates going on the air in the late fall with General Electric equipment. National representative will be John H. Perry Assoc. No network affiliation has been arranged.

- WOKY-TV Milwaukee, uhf Ch. 19, hopes to be on the air by Labor Day. Mel Bartell of Bartell Broadcasters Inc., permittee, said network affiliation is contemplated. No national representative has been selected.

- Robert F. Wright, president and general manager of WTOK-TV Meridan, Miss., vhf Ch. 11, expects to start Sept. 27. He said the station had a General Electric transmitter in a warehouse under option. The national representatives will be Headley-Reed TV Inc., but no network affiliation has been set at this time.

- Donald McFall, general manager of WTRC-TV Elkhart, Ind., owned by the Truth Publishing Co., said the starting date would depend on the delivery of equipment, all RCA, but he hopes to have the station on the air within a year. There have been no commitments for the TV network or representative. WTRC (AM) is an NBC affiliate and is represented by John E. Pearson & Co. The station is assigned uhf Ch. 52.

- KTXL-TV San Angelo, Tex., vhf Ch. 8, reported that various promotion activity is underway, preparing for the station's debut about the Fourth of July. The station reports that its 5 kw DuMont transmitter now is being installed and programs are being rehearsed so that the staff will be trained for the start of programming.

KTXL-TV's general rate card No. 1 lists Class A time as $200 for one hour one time, and Class B time as $150 for one hour one time. The station will be a CBS-TV affiliate and is represented by the O. L. Taylor Co.

- Ted A. Eiland, general manager of WTAP (TV) Parkersburg, W. Va., said the starting

SCRANTON's largest department store, Cleland-Simpson Co., was the first store to sign for commercial announcements on WGBI-TV there, which went on the air June 7 (see story). Signing the contract is John A. Noble, president of Cleland-Simpson Co. Watching are (l to r): Francis A. Coy, vice president and general merchandise manager of Cleland-Simpson; George D. Coleman, WGBI-TV general manager; W. W. Davis, advertising and publicity director for Cleland-Simpson, and Ed. Schomburg, WGBI-TV account executive.

Vic RADIO PROFIT Diehm Says:

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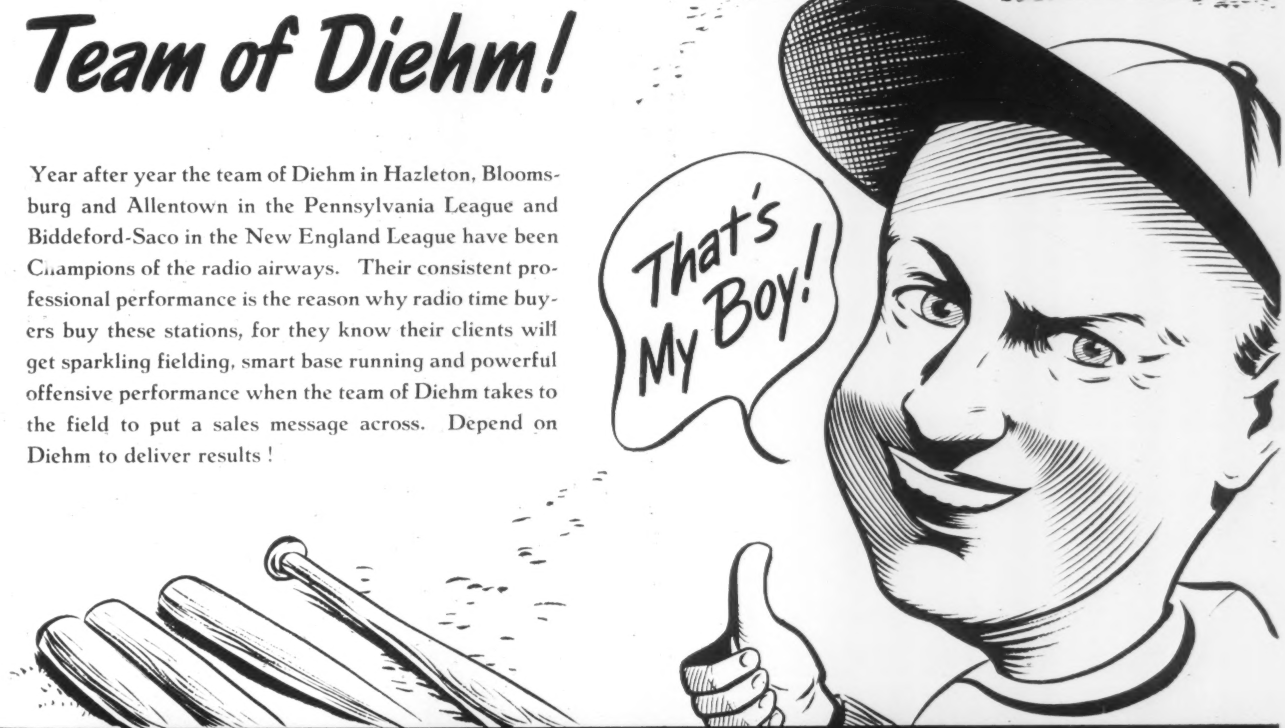
9

. . . the Team of Diehm!

Year after year the team of Diehm in Hazleton, Bloomsburg and Allentown in the Pennsylvania League and Biddeford-Saco in the New England League have been Champions of the radio airways. Their consistent professional performance is the reason why radio time buyers buy these stations, for they know their clients will get sparkling fielding, smart base running and powerful offensive performance when the team of Diehm takes to the field to put a sales message across. Depend on Diehm to deliver results !


That's My Boy!

WAZL	**WHOL**	**WHLM**	**WIDE**
HAZLETON, PA. NBC-MBS	ALLENTOWN, PA. CBS	BLOOMSBURG, PA.	BIDDEFORD-SACO, ME. MBS-YANKEE

(Represented by Robert Meeker Associates) (Owned and Operated by Harry L. Magee) (Promotion Rep. Robert S. Keller)

XUM

date for that uhf Ch. 15 outlet has been set for Sept. 21.

- Bob Marye, chief engineer of KTVH (TV) Hutchison, Kan., said construction of the tower and antenna were completed last week. He said the four-ton antenna will add 84 feet to the 700-foot tower, located eight miles east of Hutchison. It is reported to be the highest man-made structure in Kansas.

- N. L. Bentson, president of WMIN-TV St. Paul, Minn., said the station (which will share time equally on vhf Ch. 11 with WTCN-TV) has set Sept. 1 as its commercial on-the-air date. The station will use a 50 kw RCA transmitter with an effective radiated power of 316 kw and will be an ABC-TV affiliate.

- WAKR-TV Akron, Ohio, will begin its regular test pattern schedule today (Monday), S. Bernard Berk, president, told B•T. Programming will begin in July, he said.

- WPMT (TV) Portland, Me., is to bring Maine its first live network programs Aug. 30, Frank S. Hoy, president of the station, said. He said AT&T told him that live service would be available on a temporary basis then between Boston and Portland.

The WPMT target date also is set for August 30, Mr. Hoy said, and he added that construction of studios and the transmitter location in the Columbia Hotel "is progressing nicely."

Station manager is George E. Curtis Jr., former administrative assistant to Gov. Burton Cross.

- KVOS-TV Bellingham, Wash., vhf Ch. 12, went on the air with British Coronation film June 3. It will begin fulltime programming June 28.

WNBK (TV) Constructing $1 Million Transmitter

WNBK (TV) Cleveland, NBC o & o outlet, has begun construction on its $1 million transmitter on Herbst Hill at Parma, with completion expected in late September.

WNBK General Manager Hamilton Shea, who broke ground for the new plant, said that when the transmitter is completed WNBK will switch from Ch. 4 to 3 and will boost effective radiated power to the 100 kw maximum authorized by FCC.

CONSTRUCTION begins on WNBK (TV) Cleveland's $1 million transmitter at Parma with groundbreaking ceremonies by (l to r) S. E. Leonard, WNBK engineer in charge; Mayor Stephan A. Zona of Parma, and WNBK General Manager Hamilton Shea.

- Transfer of KONA-TV Honolulu to KGU and KPOA Honolulu became effective last Monday (June 8), according to John D. Keating, KONA-TV general manager. He said the station is scheduled to resume June 17 with 35 kw visual. NBC Spot Sales will be national representative and the station will be an NBC-TV affiliate. Frank Fitch is chief engineer and Frank Maudsley is sales manager. Hourly rate is $225.

- KIDO-TV Boise, Ida., vhf Ch. 7, will commence "full scale" programming July 12, Walter E. Wagstaff, vice president and general manager, announced last week. The station's new building is completed, he said, with all control and camera equipment installed except the transmitter, which is expected today (Monday) or tomorrow. The station will be affiliated with CBS-TV, DuMont and NBC, represented by Blair TV and have a base hourly rate of $150.

- Larry Israel, partner in WENS (TV) Pittsburgh, Pa., uhf Ch. 16, said a mid-August starting date is contemplated.

- WNAO-TV Raleigh, uhf Ch. 28, started testing its Federal transmitter a week ago, Charlie Stone, general manager, reported.

- WTRF-TV Wheeling, W. Va., vhf Ch. 7, told B•T it has a priority contract with RCA and expects a 10 kw transmitter and 50 kw power supply delivered in late July. The starting date has been set for Oct. 1. Robert W. Ferguson, vice president and general manager, said final contracts with networks and national representatives are not yet ready.

- A 10 kw vhf transmitter and associated equipment have been shipped to KEYT (TV) Santa Barbara, Calif., RCA Victor announced last week. The station plans a July 25 starting date.

- RCA Victor, Camden, N. J., reports that it has shipped new uhf transmitters and associated equipment to two more stations, WCAN-TV Milwaukee and WMTV (TV) Madison, Wis. The stations' uhf antennas will be shipped later this month, an RCA spokesman said.

WCAN-TV will operate on uhf Ch. 25 and WMTV (TV) will be on uhf Ch. 33.

- A 5 kw vhf transmitter and associated equipment have been shipped to KTXL-TV San Angelo, Tex., James B. Tharpe, national sales manager, DuMont TV Transmitter Div., reported last week. He added that similar equipment has been ordered by KIVA-TV Yuma, Ariz., vhf Ch. 11.

- Greater Rockford Television Inc., granted vhf Ch. 13 in Rockford, Ill., has contracted to purchase $250,000 worth of DuMont Labs equipment, including transmitter, two image orthicon camera chains, complete central control equipment, transmitter control console and complete studio lighting facilities. The contract was signed by Louis E. Caster, president of Rockford company, and John Klindworth, sales representative of DuMont transmitter division.

- KLPR-TV Oklahoma City, Okla., uhf Ch. 19, has started construction of its 978-foot tower, which it claims will be the highest man-made structure in the southwest. Byrne Ross, president of the station, told guests at the ground-breaking ceremony that the station's target date has been set for early September.

- KSTM-TV St. Louis, uhf Ch. 36, is aiming for a Sept. 1 start. Bill Ware, president, said that construction of the station's $750,000 studio building is being delayed because of a St. Louis construction workers' strike.

- KCEN-TV Temple, Tex., vhf Ch. 6, has announced an Oct. 1 starting date. The station, which will be an NBC-TV affiliate, will operate with 100 kw visual effective radiated power. Station President Frank W. Mayborn will be assisted by Burton Bishop, KTEM (AM) general manager who has taken a leave of absence from the AM outlet.

Here is a complete listing of the expected starting dates of stations going on the air between now and next fall:

On the Air
With Programming

KCTY (TV) Kansas City, Mo., uhf Ch. 25, represented by Avery-Knodel Inc., to carry programs from various TV networks (if equipment tests were completed in time, KCTY [TV] was to have begun programming over the past weekend; at the latest it expects to start commercial programming this week).

WFTV (TV) Duluth, Minn., uhf Ch. 38, represented by Adam Young Television Inc., affiliated with all four networks (started June 7.)

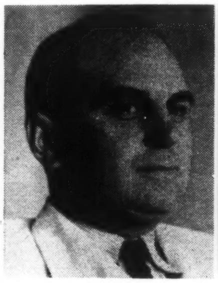
WGBI-TV Scranton, Pa., uhf Ch. 22, repre-

(Continued on page 100)

Dolph, Quarton Named To Higher ABS Posts

WILLIAM B. DOLPH, executive vice president of American Broadcasting Stations Inc., has been named president, according to an announcement last week by Helen S. Mark, who has resigned the presidency to become board chairman.

Mrs. Mark also announced the election of William B. Quarton, general manager of WMT-AM-TV Cedar Rapids, Iowa, licensed to ABS, as vice president in addition to his present duties. ABS holds a construction permit for vhf Ch. 2 in Cedar Rapids and expects to be on the air with the TV outlet about Sept. 27, Mrs. Mark said.



Mr. Dolph

Mr. Quarton

Frost Joins KNX, CPRN

JAMES W. FROST, for the past six months advertising promotion manager of the San Francisco *Chronicle* has been named advertising and promotion manager for KNX Hollywood and Columbia Pacific Radio Network, effective today (Monday), it was announced last week by William D. Shaw, general manager. He succeeds Sherril W. Taylor, recently transferred to New York as manager of CBS Radio Spot Sales promotion.

Mr. Frost

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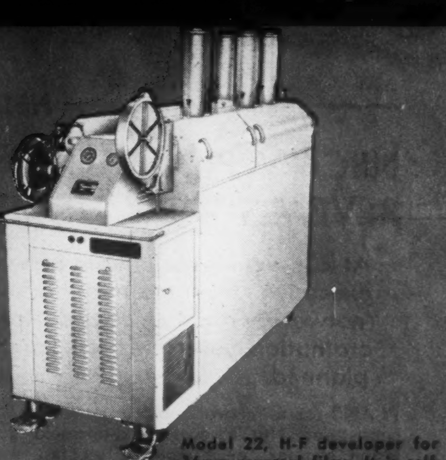
98% of all U.S. TV stations use Houston-Fearless equipment

Houston-Fearless TV Crane, Model [illegible]1, offers extreme versatility. Camera lens can be raised quietly, from 3'-6" to 9'-6" while dollying.


Model 22, H-F developer for 16mm reversal films. It is self-contained, easy to operate, entirely automatic, daylight operating. Adaptable to negative, positive or 35mm films.

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are produced with

HOUSTON-FEARLESS EQUIPMENT

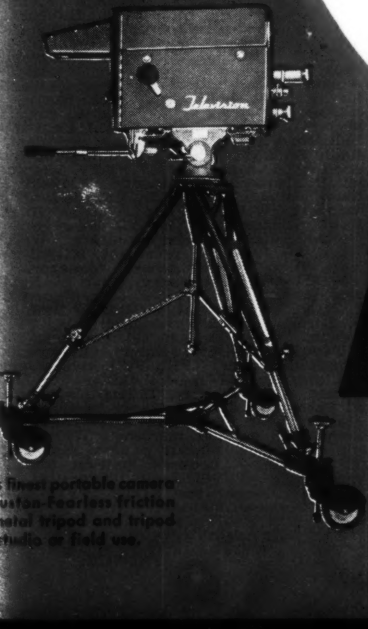
Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort . . . and on efficient film processing equipment that opens vast new sources of program material. That's why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability

Television

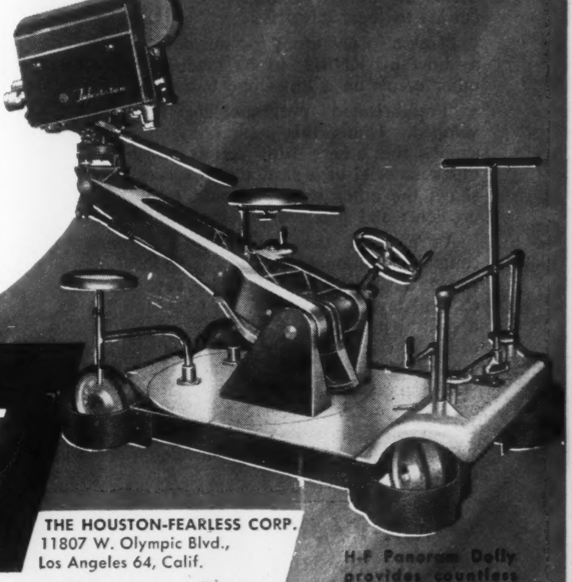
Model PD-3 H-F TV Camera Pedestal raises camera quickly, easily by lifting on steering wheel. Rolls smoothly for dolly shots. One man operation.

Houston-Fearless microwave parabola mounted on H-F tilt head and tripod. Also available in power-driven models operated by remote control.

In addition to building many models not shown here, Houston-Fearless offers extensive engineering and manufacturing facilities to produce special television and photographic equipment for your particular requirements. Write for information and catalogs.



Television's finest portable camera mount: Houston-Fearless friction head, all-metal tripod and tripod dolly, for studio or field use.



H-F Panoram Dolly provides countless camera effects . . . raising, lowering, panning, tilting, and dollying. Smooth and steady.

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Name. . . . . Title. . . . .
Station or firm. . . . .
Address . . . .
City. . . . . Zone. . . State. . . . .

NBC-TV PLANS O&O STATION NETWORK, REVEALS 'NEW HORIZON' BLUEPRINTS

At last week's meeting in New York of NBC network officials and 30 executives from the network's o&o stations, NBC reports plans for a 'network within a network' for its TV stations. Higher degree of coordination between the o&o stations, both radio and TV, also was planned.

PLANS for a "network within a network," to consist of NBC's owned-and-operated television stations, were reported set last week in a two-day "new horizons" meeting of o&o station officials with executives of the network's o&o division in New York.

The "little network" blueprint was one of several drawn as the officials mapped methods of achieving a higher degree of coordination among the o&o's in the fields of programming, merchandising and promotion. Program plans related to TV, but the merchandising and promotion aspects would also be applicable to radio, it was explained.

First of the "little network" shows is tentatively set to get started the first week in August. Two programs, both live and both across-the-board strips, are contemplated for launching that week. According to present plans, one would go into the 2:30-3 p.m. period, Monday through Friday, probably would be a women's program, and would be originated by WNBT (TV) New York and fed to WNBQ (TV) Chicago and WNBW (TV) Washington.

The other probably would go into the Monday-Friday 7-7:30 p.m. period, is expected to be of the "intimate variety" format, would originate from WNBT or WNBQ and would be fed live to all NBC o&o TV stations except KNBH (TV) Hollywood, for which a kinescope of the program would be made available.

Such shows as these, it was pointed out, would open up new sales possibilities for the stations and at the same time offer advertisers a lineup in a small but select group of markets. A sponsor could buy the programs on all five or a lesser combination of stations. Those not bought as a "network" could offer cut-ins to local advertisers.

Plans also are afoot for the development of a show by KNBH, to be made available to other o&o's on a kinescope basis.

"Prefabricated" programs also may be developed. Under this plan, one station would supply the others with scripts, formats and other material of a particularly successful local show; the other stations would take these ingredients and produce the show themselves.

As part of the "coordinated" promotion campaign, national magazine and local newspaper advertising is planned, keyed to the theme "daytime is bigtime on television." Also, a central publicity office will assist in the coordination and expansion of the activities of those departments of the respective stations.

The meeting, held in New York Monday and Tuesday and part of Wednesday, was attended by approximately 30 executives from the network's o&o division headquarters and from the stations.

WJMR-TV Joins DuMont

WJMR-TV New Orleans, La., scheduled to start programming on uhf Ch. 61 in September, will be affiliated with the DuMont Television Network, James E. Gordon, vice president and general manager, announced last week.

CLIFFORD ELECTED NBC PERSONNEL VP

Mr. Clifford

ELECTION of John M. Clifford, personnel director of RCA Victor Div., to the new post of NBC vice president in charge of personnel was announced last week by Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC.

Disclosure of Mr. Clifford's election coincided with the announcement that Ernest de la Ossa, NBC personnel director, had been promoted to station manager of NBC's WNBC-AM-FM and WNBT (TV) New York [B•T, June 8], and that George D. Matson, operations analyst, had been named assistant treasurer of NBC.

Mr. Clifford will be in charge of all personnel activity for the network, including labor relations, the announcement said.

Mr. de la Ossa in his new post reports to Ted Cott, who continues as vice president in charge of WNBC-WNBT. Mr. Matson reports to Joseph A. McDonald, treasurer.

DuMont Reports $6 Million In TV Billings During May

GROSS billings of almost $6 million in May represented a high point in the history of DuMont TV Network, Ted Bergmann, director of sales, has announced.

New network shows signed during May, Mr. Bergmann said, were:

What's Your Bid? for Charles Antell Inc., Baltimore, through Television Adv. Assoc.; *Your Big Moment*, alternately by Toni Co., Chicago, through Weiss & Geller, and Hazel Bishop Inc., New York, through Raymond Spector Co., and *Tom Corbett, Space Cadet*, for International Shoe Co., St. Louis, through D'Arcy Adv.

ABC-TV Books $4.7 Million

BOOKING of a record volume of $4,700,000 in gross television time billings from advertisers set to sponsor new ABC-TV network programs, beginning in the fall, has been announced by Alexander Stronach Jr., vice president in charge of ABC-TV.

Among the advertisers signed up through the week ending May 22 are:

E. I. du Pont de Nemours & Co., Wilmington, for *Cavalcade of America*, Tuesday, 7:30-8 p.m. EDT, starting Oct. 9, through Foote, Cone & Belding, New York.

Pepsi-Cola Co., New York, for a new dramatic show to begin in the early fall with Biow Co., New York, as the agency.

Brown Shoe Co., St. Louis, for *Smilin' Ed McConnell*, Saturdays, 10:30-11 a.m. EDT, starting Aug. 2, through Leo Burnett Inc., Chicago.

WSB-TV Atlanta becomes the 35th NBC-TV affiliate to sign the color supplement to its NBC affiliation contract as the station's Managing Director J. Leonard Reinsch (l) and RCA-NBC board chairman, Brig. Gen. David Sarnoff, put pens to the agreement by which stations may broadcast the network's compatible color programs.

* * *

37 ELECT NBC COLOR TV

NBC reports that 37 of its television affiliates have signed color supplements.

NBC reported last week that a total of 37 affiliates already have signed color supplements to their affiliation contracts, giving them the right to broadcast NBC-TV color programs when compatible color standards have been approved by FCC.

The signings started when NBC first disclosed, during its TV affiliates' meetings late in May, its tentative schedule for starting colorcasts as soon as the Commission approves standards [B•T, June 1].

Stations signed as of last week, along with names of the executives who affixed their signatures, are listed as follows:

WBRE-TV Wilkes-Barre, David M. Baltimore, general manager; WJAR-TV Providence, Norman Gittelson, managing director; WSYR-TV Syracuse, E. R. Vadeboncoeur, president and general manager; WLWC (TV) Columbus, WLWD (TV) Dayton, and WLWT (TV) Cincinnati, Robert E. Dunville, president, Crosley Broadcasting Corp.; WSAZ-TV Huntington, W. Va., Lawrence H. Rogers, general manager; WDSU-TV New Orleans, Edgar B. Stern, president; KSTP-TV St. Paul-Minneapolis, Stanley E. Hubbard, president and general manager; WKY-TV Oklahoma City, P. A. Sugg, manager.

KCBD-TV Lubbock, Joseph H. Bryant, president and general manager; WBAP-TV Fort Worth, Harold Hough, vice president and director; KPRC-TV Houston, Jack Harris, general manager; KPTV (TV) Portland, Ore., Herbert Mayer, president, Empire Coil Co.; WBAL-TV Baltimore, D. L. Provost, vice president, Hearst Radio Inc.; WTTV (TV) Bloomington, Ind., Robert Lemon, manager; KEDD-TV Wichita, Stanley H. Dunwood, president; WFMJ-TV Youngstown, William F. Maag Jr., president and general manager; WOAI-TV San Antonio, Hugh A. L. Halff, president; WNHC-TV New Haven, Aldo De Dominicus, secretary-treasurer; WKTV (TV) Utica, M. J. Kallet, president; KGNC-TV Amarillo, Tom Kritser, general manager.

WCOV-TV Montgomery, Hugh M. Smith, general manager; KTYL-TV Mesa-Phoenix, Harry L. Nace Jr., president; WBEN-TV Buffalo, Alfred H. Kirchhofer, vice president; WWJ-TV Detroit, Edwin K. Wheeler, general manager; WTMJ-TV Milwaukee, Walter J. Damm, vice president and general manager; KFEL-TV Denver, Gene O'Fallon, manager; WFAA-TV Dallas, Ted M. Dealey, owner and publisher, *Dallas News*; KTSM-TV El Paso, Karl O. Wyler, vice president and general manager; WOOD-TV Grand Rapids, Willard Schroeder, general manager; WEEU-TV Reading, Thomas E. Martin, general manager; WSB-TV Atlanta, J. Leonard Reinsch, managing director; KSD-TV St. Louis, George M. Burbach, general manager, and KOTV (TV) Tulsa, Maria Helen Alvarez, manager.

KHJ-TV
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LOS ANGELES

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FLINT IS NOT RUINED!

THE tornado that struck Flint, Michigan on June 8 did a great deal of damage, but it was limited to a scattered residential area one mile north of the city limits.

FLINT plants and businesses are continuing their full and normal operations.

WFDF carried out its 31 year old tradition of serving the public in this area during the disaster period in a manner in keeping with the highest traditions of broadcasting.

WFDF FLINT, MICHIGAN

NBC AFFILIATE

"Our 31st Year in Flint"

Represented by the KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids
WFBM and WFBM-TV Indianapolis — WEOA Evansville

NBC DISPUTES CBS-TV CLAIMS

CBS-TV's advertisement citing seven points of leadership draws fire from its rival.

THE feud between NBC and CBS-TV continued last week, with NBC charging its rival with violating "one of the basic principles of responsible media advertising" [Closed Circuit, June 8].

The charge was made in a detailed study sent by NBC to its television affiliates in answer to a CBS-TV advertisement claiming seven points of leadership, and was based on the ad's failure to cite sources in support of six of the seven claims.

Asserting that the ad's claims for the most part "apparently" or "presumably" were based on Trendex or ARB data, the study cited Nielsen figures—"the principal measurement of national TV audiences"—to show that "NBC has maintained its audience lead over CBS" on five of the points claimed in the ad. These are nighttime program popularity, daytime program popularity, package hits, average audiences and economy in terms of cost-per-thousand.

Of the ad's two other claims—higher April gross billings, for which Publishers Information Bureau was shown in the ad as the source, and amount of sponsored time—the study says that (1) the lead in billings was by only 3.2%, and NBC has "every reason to believe" it will regain top place in May and also June, and (2) CBS-TV's lead in sponsored time results from its larger daytime schedule, a situation which "we are meeting with our expanded morning schedule."

The NBC report also said that the PIB gross billings figures were not released until the day after CBS-TV's ad appeared, and, with respect to sponsored time, that NBC led CBS-TV in evening commercial time by 1.45 hours "if the comparison is limited to sales in network option time periods."

The NBC report, prepared by the research and planning department, asserted that "the CBS claims, so far as they can be rationalized, are attributable to switching the base to a 'rating' service of most limited scope in an effort to construct an appearance of leadership."

Samish To Head Daytime TV

APPOINTMENT of Adrian Samish to supervise all daytime network TV programming of NBC was announced last week by Charles C. Barry, vice president in charge of NBC programs. It was announced during the NBC-TV affiliates' meetings late last month that Mr. Samish would supervise the network's expanding morning lineup [B•T, June 1,] but last week's announcement gave him "full responsibility for all television daytime programming. . . . from 10 a.m. to 6 p.m." Mr. Samish joined NBC May 1, after six years as vice president and radio-TV director of Dancer-Fitzgerald-Sample.

KIMA-TV Joins CBS-TV

ADDITION of KIMA-TV Yakima, Wash., as a CBS affiliate, effective July 15, was announced Thursday by Herbert V. Akerberg vice president in charge of station relations for the network. KIMA-TV, which will operate on Ch. 29, is owned and operated by Cascade Broadcasting Co., with R. Lee Black as general manager. It becomes CBS-TV's 117th affiliate.

XUM

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5000 WATT AM TRANSMITTER

Radio stations utilizing directional antenna systems find this modern 5 KW AM Transmitter especially suited to their requirements. It offers unexcelled performance, plus many extra features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

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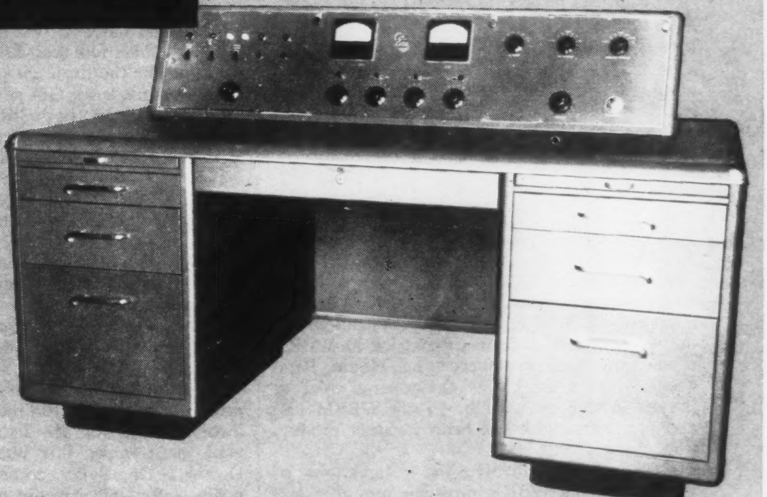
The *Continental* Type 315-C
CONTROL CONSOLE



This up-to-the-minute console is now available for use with either the Type 315 or Type 316 Transmitter. Complete control and supervision of normal operation of either type of transmitter and associated equipment is provided. Microphone and turntable inputs for testing or for local emergency operation are incorporated. Control panel is designed with maximum accessibility for servicing.

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MBS BILLINGS MARK 8.4% RISE

SIGNING of a record volume of new summer business for Mutual was announced last week by Sales Vice President Adolf N. Hult, who also reported that the network's gross billings for the first five months of 1953 ran 8.4% ahead of those for the same period last year.

Referring to summer sales gains, Mr. Hult voiced belief that "this significant reversal of the summer slump in 1953 is in large measure due to a greater recognition of summertime radio effectiveness than has been the case in many years."

He placed Mutual's January-May gross billings at $9,347,591 as compared to $8,624,475 for the same five months of 1952.

Three Join ABC-TV; Affiliates Now 117

THREE more television stations have joined ABC-TV as affiliates, bringing the network's total number of outlets to 117, Alfred R. Beckman, national director of ABC station relations departments, announced last week. New affiliates are:

WDAY-TV Fargo, N. D., which operates on vhf Ch. 6 and is owned by WDAY Inc., with Thomas Barnes as station manager, effective today (Monday).

WTVP (TV) Decatur, Ill., which operates on uhf Ch. 17 and is owned by the Prairie Television Co., with Harold G. Cogwill as general manager, effective Wednesday.

KFSA-TV Fort Smith, Ark., which operates on uhf Ch. 22 and is owned by the Southwestern Pub. Co., with Weldon Stamps as general manager, effective July 7.

ABC Shifts Staff At Central Division

REALIGNMENT of ABC Central Div. personnel at WENR and WBKB (TV) Chicago was underway last week following top level changes announced at the network's New York headquarters [B•T, June 8]. The realignment stems from the ABC-United Paramount merger earlier this year.

John H. Mitchell, ABC vice president who shifts to WABC-TV New York effective July 1, announced appointment of William P. Kusack as division engineering director. He replaces Edward C. Horstman, who resigned. Simultaneously, Sterling Quinlan, new general manager of WENR and WBKB, announced the appointment of John Fitzpatrick as WBKB production manager, succeeding Monte Fassnacht. Mr. Kusack was engineering chief at the old WBKB on vhf Ch. 4 [now WBBM-TV] and Mr. Fitzpatrick has been assistant production manager.

Other changes involve the resignations of Fred Kilian as WBKB program manager and Burr Lee as Central Div. radio program chief. Mr. Lee is replaced by Maury Murray. No replacement has been announced for Mr. Kilian. Additionally, Charles Buzzard joins the WBKB engineering department and George Rice the station's film section.

AB-PT To Pay 25¢ Dividend

AB-PT board of directors has declared dividends of $0.25 per share on both the outstanding preferred and common stocks of the corporation, payable on July 20 to holders of record at the close of business on June 26, it was announced last week by AB-PT President Leonard H. Goldenson.

GE QUESTIONS RCA PATENT RIGHTS IN BID FOR COURT CLARIFICATION

Does RCA, under 1932 Consent Decree, retain all sub-licensing rights to GE patents after 1954, when cross-licensing agreement expires? GE contends not and asks Delaware Federal Court to clarify the issue. RCA, GE says, believes it loses rights only to GE inventions made after 1954.

EXTENT of RCA's rights in radio-TV patents owned by General Electric Co. after the Dec. 31, 1954, termination of the cross-licensing agreement between the two companies was questioned by GE last week when it asked the Federal Court in Wilmington, Del., to clarify certain provisions of the 1932 Consent Decree.

GE asked the Federal Court in Wilmington to clarify the terms of the 1932 Consent Decree involving patent licensing relations among GE, RCA and Westinghouse by declaring that RCA has no right to grant any sub-license under any GE patent after Dec. 31, 1954, or to continue after that date any sub-license previously issued by RCA under a GE patent.

Dr. W. R. G. Baker, vice president and general manager of the GE Electronics Division, explained that attached to the 1932 Consent Decree was the so-called A-1 Agreement, which provides in substance that all three companies be licensed in the field of "radio purposes" under patents issued on inventions conceived through Dec. 31, 1954, with these licenses to continue for the lives of the patents. There is no controversy on this phase of the agreement, Dr. Baker said.

Disagreement arises, he noted, over the sub-licensing rights the agreement gave RCA under GE and Westinghouse patents. The GE application to the court states that since only "licenses herein granted" continue past 1954, the right to grant sub-licenses comes under the Dec. 31, 1954, termination date and will expire on that date.

RCA's assertion that its sub-licensing rights continue for the duration of the patents on all inventions made by GE prior to Dec. 31, 1954, have depreciated the value to GE of its pre-1955 inventions, Dr. Baker said, with the uncertainty over the extent of RCA's rights causing considerable confusion throughout the industry.

Dr. Baker also pointed out that his attempts to interest other companies in taking licenses under GE patents have been unsuccessful because these companies were not interested in purchasing these rights from GE until it was determined whether RCA's sub-licensing rights would continue beyond the end of the year 1954.

"We felt it was necessary to take action promptly to clarify for the companies directly involved, and for the industry generally, the vital question of this phase of the Consent Decree," Dr. Baker commented. "This was not a matter which could be resolved by negotiation between the companies involved. The court entered its decree on the basis of its particular understanding of the license relations of the parties. The Dept. of Justice concurred in the entering of the decree on the same basis. Therefore, the individual companies concerned are not free at this date to determine by discussions between themselves just what the court and the department must have relied upon in the taking of this step back in 1932."

RCA issued the following statement after GE filed its request for clarification in the Wilmington court:

The Federal Court in Delaware has been asked to interpret the meaning of that part of an existing agreement between the General Electric Co. and the RCA which relates to certain patent rights after 1954.

That agreement was recommended by the Government and approved by the Federal Court in a Consent Decree entered in 1932 and reaffirmed by the Court in 1942.

Under the agreement RCA retained a non-exclusive right to grant licenses to competitors on all radio and television inventions made by GE prior to December 31, 1954.

The General Electric Co. has already received a substantial payment for this right in the form of RCA stock which it distributed to its stockholders about 20 years ago.

RCA was formed in 1919 by the General Electric Co. for the purpose of taking over the British-owned American Marconi Co. Thereafter, exclusive agreements were made with AT&T, Westinghouse, Tropical Radio, and General Motors. These gave RCA predominance in the radio field. At the same time, Westinghouse joined GE in the ownership of RCA.

In 1930, the Dept. of Justice brought suit against the "Radio Group," alleging that the exclusive cross-licensing agreements violated the antitrust laws. This suit was narrowed after two years to charge RCA, GE and Westinghouse with antitrust violations. In 1932, RCA, GE and Westinghouse entered into a Consent Decree which provided for the divestiture of GE and Westinghouse from RCA ownership, the elimination of interlocking officers and directors and a prohibition against exculsive patent agreements.

The Dept. of Justice, in 1942, attempted to reopen the 1932 decree, but the court refused to do so.

RCA VICTOR DIV. UPS WATTS, SMITH

RCA's board of directors has elected W. Walter Watts, vice president in charge of engineering products at RCA Victor Div., to be vice president in charge of technical products, and has named Theodore A. Smith, assistant manager of the engineering products department, to succeed Mr. Watts.

The promotions were announced June 5 by Walter A. Buck, vice president and general manager of RCA Victor Div., after a meeting of the RCA board [AT DEADLINE, June 8]. Mr. Watts in his new post succeeds L. W. Teegarden, who became RCA executive vice president in February. Mr. Watts will supervise both the engineering products and tube departments.

Mr. Smith

Mr. Watts

RCA Communications Names Meola, Muller, Becken

THOMAS D. MEOLA has been elected vice president in charge of operations of RCA Communications Inc. and John H. Muller and E. D. Becken have been named vice president in charge of the New York district and assistant vice president and plant operations engineer, respectively.

Mr. Meola

Mr. Meola, with RCA since 1925, moves up from the post of vice president in charge of the New York district, which he has held since February 1952. Mr. Muller, who succeeds him in the New York district vice presidency, advances from the post of assistant vice president and plant engineer.

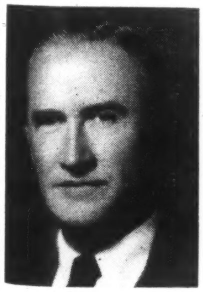
Mr. Muller

Mr. Becken

Mr. Becken, has been an assistant to RCA Communications President Thompson H. Mitchell since November 1952.

Maj. Gen. Leavey Named FTL President

ELECTION of Maj. Gen. Edmond H. Leavey, U.S.A. (ret.), as president of Federal Telecommunications Labs Inc., Nutley, N. J., research associate of IT&T, was announced last week by Col. Sosthenes Behn, chairman, and William H. Harrison, president of IT&T. Gen. Leavey fills the vacancy created by the recent death of Vice Adm. Carl F. Holden.



Gen. Leavey

Gen. Leavey has been vice president of IT&T since joining the corporation in November 1952.

Television Room

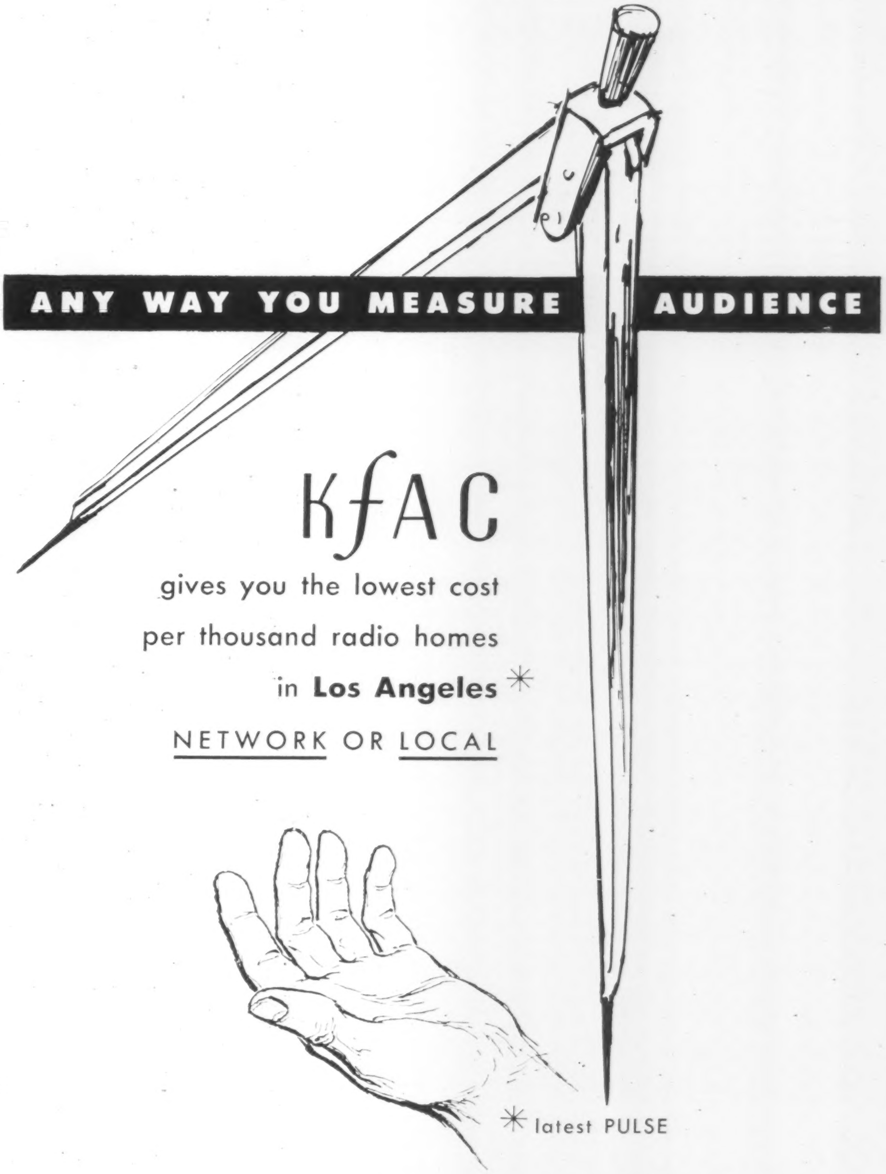
TELEVISION is said to have an impact even on construction of new homes. According to a survey by Allen B. DuMont Labs., a "second living room for television" now is being included in some newly-built homes along the eastern seaboard and "prospective buyers like idea."

TV FOR DOCTORS PLANNED BY SKF

PLANS for taking telecasts of medical operations into the homes and offices of individual doctors, at first in black-and-white but in full color at such time as color TV sets are in the hands of the public have been announced by Smith, Kline & French Labs, Philadelphia, pharmaceutical firm which for the past four years has sponsored closed circuit color-casts of operations to gatherings of doctors.

Speaking at a preview news demonstration of large screen color reception of an eye operation that preceded a week of such surgical color-casts for the benefit of doctors attending the convention of American Medical Assn. in New York, G. Frederick Roll of SKF said that the company's plan to bring such demonstrations to individual physicians would be tested in the fall. Pictures would be scrambled, he said, to prevent their reception by the general public, doctors being provided with unscrambling devices.

"How soon this will finally materialize, we can't say. There are many problems . . . FCC approval . . . how to finance it . . . and so on," Mr. Roll said. "But we believe the principle is sound and the demand is there. With this method the programs would be telecast over open networks in scrambled form and would only be seen by doctors with the appropriate device to unscramble them."



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Represented Nationally by THE BOLLING COMPANY

RCA SLATES NTSC COLOR SHOWING FOR SENATE COMMERCE COMMITTEE

RCA will file for FCC approval of the compatible, commercial system "before July 1," it is said. Meanwhile, Philco's Balderston and Admiral's Siragusa predict several years' wait before color TV sets get to the general public.

IMMINENCE of a request to the FCC to authorize compatible, commercial color television was indicated last week when RCA announced it would demonstrate the National Television System Committee standards to members of the Senate Interstate and Foreign Commerce Committee next Monday.

Program, to be microwaved to Washington from New York, will be the last before RCA files with the FCC "before July 1," it was said.

Meanwhile, pessimistic estimates of the immediateness of color TV sets were voiced by two major manufacturers in the last two weeks.

No mass production of color receivers until 1956 was the prediction of Philco President William Balderston at the Atlantic City convention of 7,500 distributors and dealers last week.

Satisfactory color sets will not be on the market for at least 18 months—probably two years, Admiral President Ross Siragusa told Admiral distributors in New York convention two weeks ago.

RCA demonstration will be the same as that shown previously to the House Interstate and Foreign Commerce Committee, the FCC and newsmen at Princeton [B•T, May 25, April 20]. Emanating from the Colonial Theatre in New York, the NBC-produced show features Ben Grauer as narrator; Dolores Gray, singer; George Burton and his love birds; Kukla, Fran and Ollie, and the Hit Parade dancers. The demonstration for the Senators will take place at the Sheraton Park Hotel at 1:30 p.m.

The RCA showing comes two days before the full NTSC is scheduled to meet in New York to determine the results of its final tests and to decide when to petition the FCC for adoption of its color standards.

NTSC Chairman Dr. W. R. G. Baker, GE Electronics Div. vice president, recently said he did not think the industry committee could have its reports completed until September.

Among the viewers undoubtedly will be Sen. Edwin C. Johnson (D-Colo.) who charged in March that the industry was holding back on color TV until the black and white market was saturated [B•T, March 16]. Sen. Johnson is the senior Democratic member of the Senate Commerce Committee.

Figuring on FCC approval of compatible, NTSC color standards by Jan. 1, Mr. Balderston said that only "a trickle" of experimental color sets will be available by the last quarter of 1954. Mass production in the commercial sense will not come until the begining of 1956, he asserted.

Reason for long delay between government authorization and mass marketing, Mr. Balderston said, was the need for a new, low priced color tube. He estimated that a 14-in. color set would cost between $800 and $1,000 initially and that it would be "years" before the cost could be brought down to within 50% of comparable black and white sets.

Warning against too hasty action in approving NTSC standards was sounded by the Philco president: "I am sure that no amount of pressure from any one company anxious for commercial gain or anxious to grab the limelight will persuade the Federal Communications Commission to short-circuit the final field tests of the NTSC. To do so might jeopardize the entire future of color television." The statement was considered an obvious reference to RCA.

Even stronger words were used by James Carmine, Philco executive vice president, regarding early manufacture of color sets. "Color TV before Christmas is absolutely silly," he declared.

Philco sales ran $129 million for the first quarter of 1953, Mr. Balderston announced. The sales target is $435 million for the year, he said.

Mr. Siragusa predicted Admiral will produce and sell more than one million sets in 1953 and scored "saturation talk" on TV markets as "myth." Over half of the firm's TV sales still are made in the 38 cities which have had no new stations since July 1952, he said.

SKIATRON PAY-SEE OPERATION SHOWN

Public gets first view of Skiatron's Subscriber-Vision in New York demonstration. WOR-TV cooperates in telecasts.

SUBSCRIBER-VISION, pay-as-you-view TV system developed by Skiatron Corp., currently is having its first public demonstration at New York's Hotel Belmont-Plaza.

Visitors are shown films on operation of the system and the kind of programming planned for the paying public at home, plus occasional live programming at hourly demonstrations from 11 a.m. to 8 p.m. Showings, started last Tuesday, continue through this Wednesday.

First program each day is telecast by WOR-TV New York, which has cooperated with Skiatron in experimental telecasts of its scrambled picture system for two and a half years, in time preceding regular WOR-TV programming. The rest of the demonstrations are by closed circuit.

As explained by Arthur Levey, Skiatron president, and William J. Shanahan, chief electronic engineer, Subscriber-Vision consists of a device at the station transmitter which codes or scrambles the broadcast signal and another device at the receiver of each subscriber to decode or unscramble the signal for good reception. Non-subscribers would receive only the scrambled signal, which as demonstrated at a news preview last Monday agitated the picture violently back and forth across the screen and at the same time distorted the sound unpleasantly.

During the news demonstration session, Mr. Levey, Judge Landis and Jack Poppele, Skiatron director and for 30 years chief engineer of WOR New York, in charge of its AM-FM-TV technical operations, spoke to their audience by television from the WOR-TV studio, returning to the hotel to answer questions after the telecast.

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TELEVISION'S FIRST GUEST STAR

It was 1927. Fifty people faced a blank screen in New York, waiting for the Bell System's public demonstration of the first intercity television transmission. Then they saw Secretary of Commerce Herbert Hoover smile from Washington, and the first signs of life stirred in a new industry.

The next twenty years were filled with research, further experiments and tests. Out of them came improved transmission techniques, using coaxial cable and radio relay.

By 1947, network television was ready.

Even now, with some 34,000 channel miles crisscrossing the country, millions of dollars are going into building more and better facilities for tomorrow's needs.

Yet the cost of the service, furnished by the Long Lines Department of the American Telephone and Telegraph Company, is low. Bell System charges for the use of intercity television facilities average about ten cents a mile for a half-hour program time.

Walter Gifford, then president of the American Telephone and Telegraph Company, talks with Herbert Hoover in the first demonstration of intercity television transmission, between New York and Washington, D. C., April 17, 1927.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW

AFM-AFTRA TROUBLE ERUPTS FOLLOWING HOLLYWOOD INCIDENTS

Reportedly on instruction of AFM's Petrillo, musicians doubling in other duties refused to take out AFTRA cards. AFTRA in turn pulled its performers from two shows.

OPEN WARFARE between American Federation of Musicians and American Federation of Radio-TV Artists over jurisdiction of singing musicians on TV shows broke out Tuesday night when the actor-announcers union yanked nine of its members from the *Ina Ray Hutton Show* on KTLA (TV) Hollywood, after she refused to join AFTRA. Her stand reportedly came on instructions from AFM President James C. Petrillo who had ordered all members to resist AFTRA's campaign to enroll musicians who double as singers or m.c. on TV shows.

Citing the Hutton case as "one of the most flagrant" violations of AFTRA's contractual policy, Claude McCue, Hollywood AFTRA executive secretary, declared "we will request all TV producers comply with our contract, that all singers and m.c.s must belong to our union."

He added that AFTRA is only following a contractual policy which prohibits members from working with non-members. Warning was also given that AFTRA members will be pulled off other TV shows should there be a violation of the union's contract.

AFTRA recently clashed with AFM over the *Harry Owens Show* on KNXT (TV) Hollywood. The musical director-m.c. finally took out AFTRA membership.

AFM President Petrillo personally entered the local battle when he, late Wednesday, instructed Mr. Owens to turn in his AFTRA card.

Mr. Owens promptly wired his resgination to Mr. McCue, who refused to accept it on grounds that the radio-TV performer's union still considered him a member in good standing.

Incensed at the Petrillo intervention Mr. McCue indignantly declared, "we regard this in a very serious light, for it's without precedent. We will resist any effort by Petrillo or or any other union head to order anyone not to join AFTRA or to resign their AFTRA membership."

He considered it "ridiculous" for the AFM to contend musicians who sing or m.c. are not performers, and "we can't let anyone dictate our policy to us."

Aury Paul, AFM local 47 recording secretary, said he asked the Hollywood AFTRA executive board to wait until the July 1 AFM convention when a meeting could be arranged between Mr. Petrillo and Mr. Heller, but they refused, demanding a meeting this week. He felt the controversy could be settled through negotiations. Mr. Paul emphasized that under the Petrillo orders, musicians "can't join AFTRA, not while part of their duties are those of a musician."

Mr. McCue said he regretted putting KLTA "in the middle" but felt that responsibility for the action lies with AFM, adding that "we consider it unlawful that instructions be issued to anyone that they must not join a union."

Pulled from the Tuesday show were The Five Roguettes, harmony group; Arlene Harris, commedienne; Wallace and Carroll, comedy team and a commercial announcer. Filmed commercials were substituted for Rybutol and Snowy Bleach, program sponsors.

Recognizing the seriousness of the situation and with AFTRA's stand possibly spreading to other TV cities, musicians want the controversy resolved through negotiation between AFM President Petrillo and AFTRA National Executive Secretary George Heller.

With seven AFTRA members on his TV show, and in view of the intra-union battle, Mr. Owens said he didn't know if he would be able to finish out the season on KNXT. So far as AFTRA was concerned however, the show will go on, since that union considers him a member in good standing regardless of his resignation, according to Mr. McCue.

Warning was given Klaus Landsberg, vice president and general manager, KTLA (TV), Wednesday that "we may have to take necessary legal steps to protect ourselves." He did not elaborate. Mr. Landsberg personally produces the weekly show.

GOING UP! UP! UP!

And so is the number of sets in the KOLN-TV Area. . . .

★ May '53
57,478
Radio-TV Manufacturer's Report

★ March '53
37,790
Television Magazine Report

★ November '53
28,000
DuMont Research Report

KOLN-TV is a GOOD BUY! BETTER

Lincoln's First Television Station

DuMont

KOLN-TV Channel 12

Contact your nearest
WEED TELEVISION Representative

26,900 Watts Visual
13,400 Watts Aural

LINCOLN, NEBRASKA

Labor Group Decries Foreign-Made U.S. Films

STRONGLY-worded letters are being drafted to advertising agencies and sponsors, giving organized labor's position and reasons for asking support in the stepped up campaign of Hollywood AFL Film Council against U. S. companies making television or theatrical film abroad.

Dolf Thomas, TV committee chairman of the council said New York TV network executives recently assured him and Roy M. Brewer, council president, of cooperation. Mr. Thomas said the same support is expected from agencies and advertisers. He indicated that Hollywood unions may refuse to process what he described as "runaway production."

Stressing the fact that the council has no objection to films being made abroad where locale is essential to the story, Mr. Thomas said, "where such a background is necessary, the American producers can do their processing, editing and other work in Hollywood." The film council's campaign is directed to productions made abroad with American financing, stars and directors, to "escape paying the higher skilled craftsman wage scales at home," it was said.

AFTRA Bans Free Bows Of Members on Panels

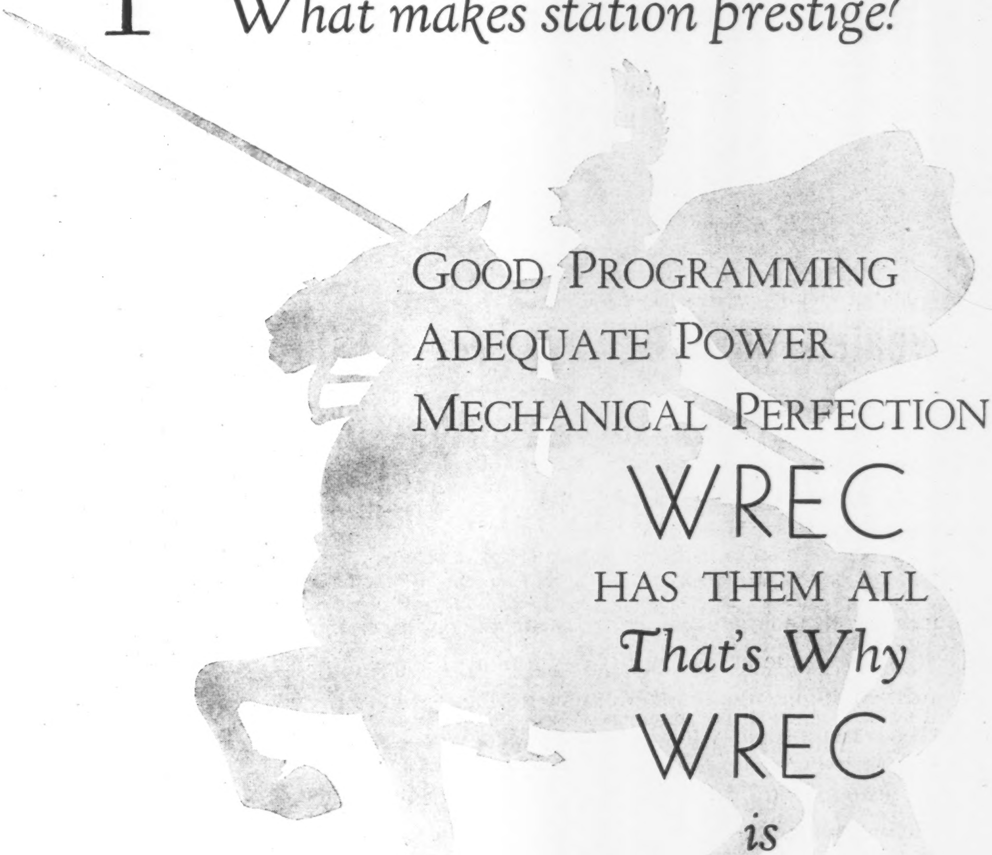
CHARGING "too much misuse and abuse of gratis appearances," AFTRA Hollywood local banned free appearances of professional talent on TV panel shows effective May 30. Union will require programs to pay professionals regular scale, depending on the nature of the show. Public affairs and educational shows were exempt from the ban.

Mounting wave of free guest appearances by professionals "to plug selfish interests" cuts down on total amount of paid employment on TV to AFTRA members as a whole, it was claimed. Non-professionals were not affected by the ruling.

Reprints of articles appearing in this section are available at nominal cost. Write to BROADCASTING • TELECASTING Readers' Service, Room 870 Press Bldg., Washington 4, D. C.

PRESTIGE!

What makes station prestige?



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MECHANICAL PERFECTION

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WREC
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Station

WREC delivers the "Better Half" of both the rural and metropolitan listeners in the rich 76-county Memphis Market with a single schedule! (Ask your Katz man to show you the latest Standard Audit & Measurement Reports and Hooper ratings that prove it.) Cost??? 10% LESS per thousand listeners than in 1946.

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REPRESENTED BY THE KATZ AGENCY INC.

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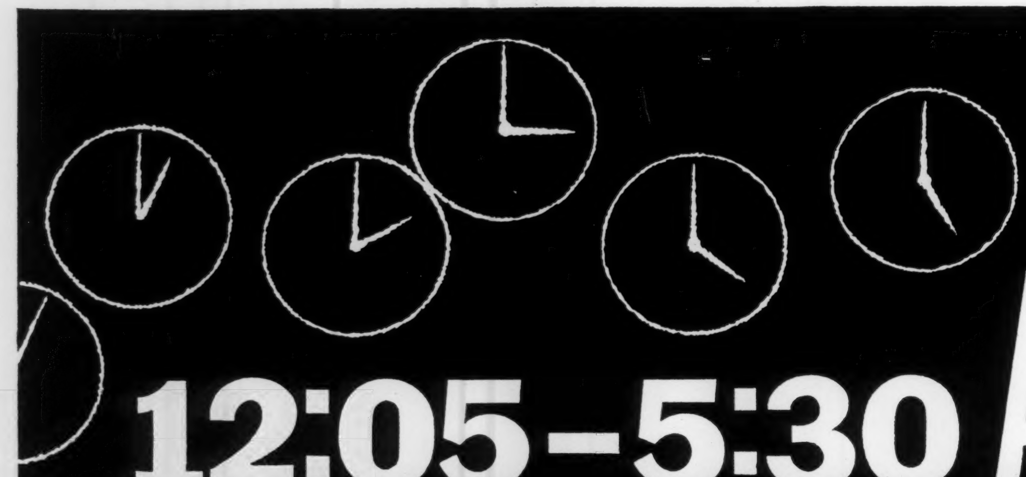

12:05–5:30 AM

an untapped market..

revealed on WBZ by over 13,000 requests from 35 states for an autographed picture of "Jerry & Sky" offered on their all-night show

Hundreds of thousands of night workers in every field are represented in the "Jerry & Sky" audience.. ministers, hospital employees, policemen, truckdrivers, guards, all-night restaurant workers, farmers, interior decorators, swingshift workers, and people who just can't sleep.

What an opportunity to reach a great and growing audience of steady listeners.. at the most economical rates on the card of New England's most-listened-to station! For details, check Tom Meehan in Boston or your nearest Free & Peters Colonel.

WBZ
BOSTON
50,000 WATTS
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features

- **Status report on Mexican television. Page 82.**
- **A plea for more merchandising by stations. Page 86.**
- **How Kraft's TV Theatre pays off. Page 88.**

WHAT'S THE SHOOTING ALL ABOUT?

By Jerome Sill

WE SEE an ocean of crocodile tears being shed over the sad fate of radio, declining audiences and radio's unhappy future. And, turning the coin (while we mix a metaphor) we see some grinning operators of independent stations reaping harvests while the others prepare the funeral pyres. Oddly enough, from where we sit, both are right. And both are wrong.

Now, let's look back to the "radio norm" that existed not so many years ago. What was it? It was a period when any station worth its salt sought, and usually got, a network affiliation. Then, as of the throwing the network switch, some guys in New York and Hollywood and Chicago, did all of the program thinking, all of the program planning, all the long range viewing for said affiliate. And they did it very well, as far as commercial shows were concerned.

In a younger, brasher day, I wrote a book in which I discussed in part the kind of programming that typified many of the network affiliates in those days and typified, too, the kind of trash the networks turned out when they were feeding their affiliates "sustainers." I said it was called "fill" and I said it was the same kind of fill that you used to cover a yawning hole in your back-yard. I realize now that was pretty accurate reporting for a young squirt who, given the challenge, probably would have done no better. But it was dismally prophetic.

Because as AM network business declined, AM networks added "fill". And it was still the same kind of stuff as you still used to cover yawning holes in back-yards. Only now it became important because now there was a competing medium which supplied, for home entertainment, sound *and picture* in place of just sound. And when the "just sound" was of the same general program content as the "sound and picture", the less suffered in contrast with the more.

Once, in an article, I said that it's about time that we learned that the network business wasn't the radio business; it was simply a supplier like the guys who supply transcriptions and news services and recorded jingles. That gets more true every year. But what also remains true is the converse . . . that networks *do* serve a programming function, albeit a decreasingly important one. And if you, as a station operator, can effect a happy marriage of the two . . . well, what's all the shooting about; why the wake and for whom?

I decided to prove it, not because I am a programming genius, not because I know answers that other people don't know, but because I wanted to use the answers *we all know* and see what would happen.

The market shall remain nameless. It is a major market, in the over-100,000-group with five stations. The station which was the guinea pig was the low man on the totem pole. And, fortunately, it was a Hooperrated community. The station—good power and fine frequency—was affiliated with one of the lesser of the four networks. It "rode the network" much of the day.

We went to work. We dropped network sustainers that seemed to us to have no meaning. We took others—sustaining and commercial—and blocked them. Mystery shows, for example, were taken out of "A" time and put back to back on Sundays; music shows were backed with music shows. We couldn't do anything with the mornings because it was a hodge-podge of unlike network commercial originations. The station was "stuck", too, with commercial religion on week-day mornings.

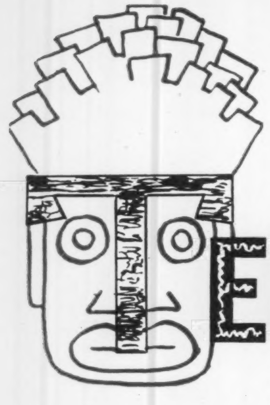
So we ignored mornings. We re-programmed the entire afternoon, most of every evening and most of Sunday daytime. We grafted what was good from the network on to what had been proved was good in independent operation . . . well planned, carefully selected recorded music, well balanced, intelligently presented and with a "reason why" for each program (and that is more important than it sounds). We would like to have made this a year-long test but circumstances were against us. A new Hooper was released for roughly the same months as the Hooper of a year before. But it represented only three months of this new programming. Even so, here is what happened:

1. Morning, afternoon, evening and Sunday showed a 50% increase in share of audience for each segment.
2. The straight music shows (following independent station programming principles) showed an increase in share of audience of 113%.
3. Six network shows that were chosen because the same shows were on the network a year before (but some of which we had moved to a more logical time slot) showed an increase in share of audience of 26.2%.
4. Some of these network programs which had indifferent acceptance in the past, climbed as high as 41.1% share of total audience (remember, this is a five station market).

I could go on about intangibles; about how local advertisers told us that they were now listening; that this was "something different on Station XXX" (which it wasn't); about how listeners' acceptance—in terms of unsolicited mail climbed to an unbelievable high.

But this is not intended to be a success story; it is intended instead, I think, to be a well-deserved spanking. If we would quit crying about how badly the networks are treating us these days, if we would quit worrying about that nasty TV, if we would go back in the radio business and learn what we can see all around us, if we only would look—well, what's all the shootin' about?

Mr. Sill, part owner and general manager of WMIL Milwaukee, is active as a radio management consultant. He formerly was associated with CBS for many years in a variety of operational functions.



TELEVISION FIESTA

TELEVISION is an established and thriving industry south of the border.

Romantic Mexico, darling of the travel agencies, is actually Industrial Mexico to the business-minded observer with an eye on economics rather than bullfights and senoritas.

Already a half-dozen commercial stations supply good signals and immensely popular programs to an estimated 40,000-to-60,000 receivers that attract anywhere from two to a hundred or more viewers per set—with an average of 6.5 as a widely accepted figure.

Fast-growing Mexico is fascinated with television — commercial television using American standards and equipment, and following the American program pattern. While only a fourth of its 25 million people are literate, all those having access to a set see and listen regularly and enthusiastically. With more radio sets than beds, the Land of the Fiesta is electronic-minded to an astonishing degree. Several operators of aural broadcast stations with waiting lines of sponsors will cheerfully concede the profitable presence of this audience devotion.

Modern Nickelodeon

A Mexican specialty is the "50 centavo theatre" found in the backroom of a store or other place of business, with viewers paying about 5 cents (U. S. money) to watch television programs.

If 40,000-to-60,000 TV sets may not sound gigantic to an American who thinks in terms of 23 million receivers, the Mexican audience must be evaluated (1) in terms of its video age (one to two years of service); (2) in terms of viewers-per-set, much larger than is the case here, as many American advertisers are aware, and (3) in terms of the Latin nation's industrial potential and the zeal of its fiercely patriotic citizens.

Mexico's industry is heading upward—and fast. Electrical generating facilities have expanded 100% in the last six years. Just two years ago only 20% of families had electricity. The figure will be 50% in another six years, Mexican broadcasters insist.

Of the 200,000 telephone families, possibly 25% own TV sets. This market promises perhaps 75% saturation, or another 100,000 sets, in the next two years. Meantime another 200,000 or more homes may acquire telephones and/or electricity in this two-year period.

Here, then, is a dynamic economy where ultra-modern architecture and wide thoroughfares are fast changing the face of a nation with centuries of tradition and culture; an area of economic transition where masonry of a past era is ruthlessly razed to speed the march of progress. An active market, too, for sale of TV receivers.

Unfortunately, TV receivers are expensive in Mexico. A set that costs $200 in the United States may cost $350 to $400 south of the border, or 3,000 to 3,500 Mexican dollars (pesos). While import duty is high, the levy is kept down by use of assembly plants which insert a U. S. chassis in a Mexican-built cabinet. Long-term installment deals are popular.

Fortunately, sets are coming down in price as more U. S. brands enter the market. Older models are fast sellers, since giant screens and new gadgets are not in great demand due to a dearth of national advertising, and the set buyers are just starting to become aware of newer features. This is aiding the cut in price of old sets.

By far the bulk of TV sets presently are located in the great saucer surrounding the capital, Mexico City. A powerful booster station atop a 13,000-foot pass about 60 miles south of Mexico City is serving a growing audience. This booster, XEQ-TV, repeats programs of XEW-TV and XHTV Mexico City, but currently is angling for a professional baseball sponsor and may do some of its own programming. Other set concentrations are developing on the U. S. border.

The shape of Mexico's TV future can be forecast with some certainty. It's obvious that the rich markets surrounding the capital will be adequately served, with the number of TV homes mushrooming as better signals and new programming become available.

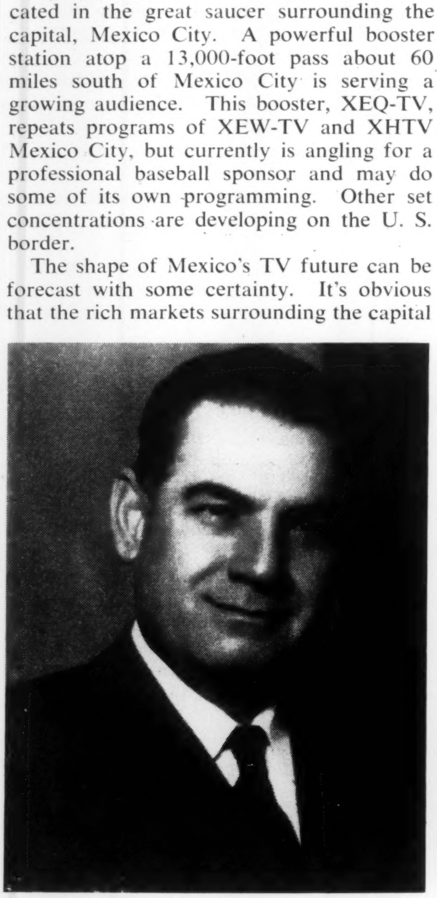
Television promises to defy the old political "bootstrap" adage by helping create its own expansion. The 19 million Mexicans unable to read or write are getting new, and sumptuous, ideas every time they look at TV. Their culture is being raised by the newscasts, dramas, music, quiz shows and other programs. Even the soap operas are enlightening, as well as entertaining, to hut dwellers who are learning from neighborhood sets how the rest of the world lives and who are acquiring a taste for comforts and appliances.

A problem in the case of some older TV sets has been the 50-cycle current in Mexico City. This is seldom important in the case of newer models, station executives say.

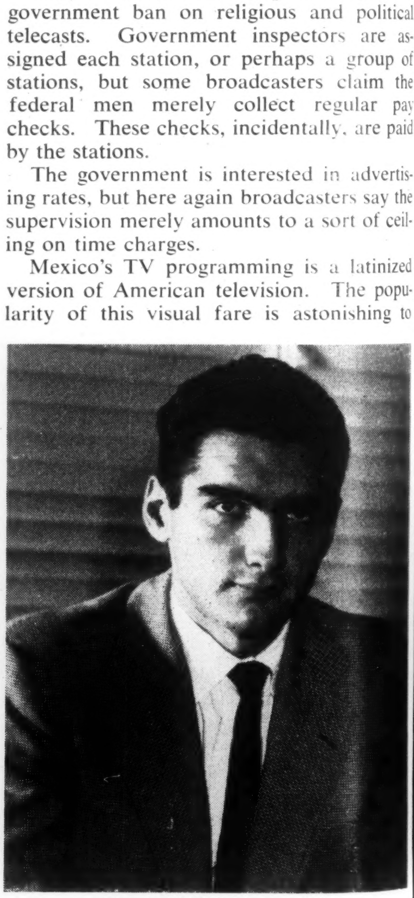
There's minor censorship in Mexico—a government ban on religious and political telecasts. Government inspectors are assigned each station, or perhaps a group of stations, but some broadcasters claim the federal men merely collect regular pay checks. These checks, incidentally, are paid by the stations.

The government is interested in advertising rates, but here again broadcasters say the supervision merely amounts to a sort of ceiling on time charges.

Mexico's TV programming is a latinized version of American television. The popularity of this visual fare is astonishing to



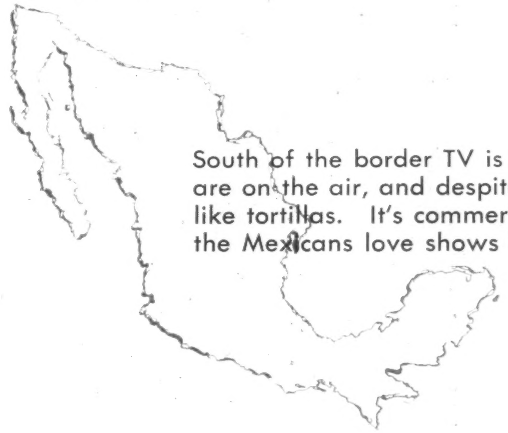
EMILIO AZCARRAGA



EMILIO AZCARRAGA JR.

By J. Frank Beatty

A STYLE



South of the border TV is hotter than a chili pepper. Five stations are on the air, and despite low income average TV sets are selling like tortillas. It's commercial television, Norteamericano style, and the Mexicans love shows like 'Jaudi Dudi'.

Americans accustomed to taking the U. S. version in stride. Mexico City's stations operate from dinner time to midnight, but XEQ-TV is planning to open service at noon. The capital is rich in talent resources.

In some respects Mexican TV fare can show American programming a trick or two because of low production costs. For example, the opera is telecast in its entirety on XHTV for 10 weeks each season. The current series has been sponsored by Ford. Mexico's famous Opera Nacional de Mexico imports Europe's finest stars. Each telecast runs three hours, ranks at the top of Mexican audiences, and costs Ford about $2,800 per program for the package—a fraction of the cost such a production would entail in this country.

Two family names dominate the Mexican radio-television scene—the Azcarragas and the O'Farrills. Emilio Azcarraga, widely known as Don Emilio, heads an electronic empire that includes what is often called the most powerful, as well as "most profitable" radio station in the world, XEW Mexico City. He has other business interests, including theatre and movie properties.

Romulo O'Farrill's electronic properties are woven into an industrial fabric that includes interlocking ownership with Don Emilio in a number of TV enterprises; assembly plants for Packard cars, Mack trucks and Hillman Minx cars as well as newspapers, airplane companies and others.

Each has a son who is taking an active role in the family interests. Emilio Azcarraga Jr. is assisting his father (president and general manager) in management of XEW-TV Mexico City and its mountain booster, XEQ-TV.

Romulo O'Farrill Jr. is vice president and general manager of XHTV (TV) and is active in other family operations. XHTV went on the air in August 1950.

Romulo O'Farrill, Monte Kleban, Romulo O'Farrill Jr.

The Azcarraga TV properties include:

XEW-TV Mexico City—Ch. 2, 5 kw GE transmitter. Started March, 1951.

XEQ-TV Paso de Cortes mountain (repeats XEW-TV and some XHTV programs)—Ch. 9, 5 kw DuMont transmitter. Started in late 1952.

XELD-TV Matamoros (opposite Brownsville, Texas)—Ch. 7, half owned by Azcarraga and half by O'Farrill interests. Started spring, 1952.

XETV (TV) Tijuana (near San Diego, Calif.)—Ch. 6, 5 kw Federal transmitter. Half owned by Azcarraga interests and half by George Rivera of San Diego. Started March 1953.

One other commercial television station, XHGC (TV) besides XEW-TV and XHTV, is located in Mexico City. It has been operated a number of months by Guillermo Gonzales Camarena, using Ch. 5. It started accepting advertising only recently. Most of the equipment was handmade by Mr. Camarena, an electronic inventor who has been operating scanning-disc color TV experimentally for years and claims to have sold basic color patents to CBS.

Monte Kleban, international manager for the O'Farrills, has been working a year on a merger plan for the Azcarraga and O'Farrill interests. Since there are no restrictions on the number of properties a person can own in any one area, he has merged radio interests of the two tycoons.

The competitive picture at the moment looks like this, according to Mr. Kleban: The Azcarraga XEQ (radio) and the O'Farrill XEX were merged, with XEQ having 150 kw and XEX 500 kw. The arrangement is described as extremely compatible. There remains the powerful Azcarraga XEW, with 500 kw.

The two jointly operate XELD-TV Matamoros, opposite Brownsville, Texas. Then there is XETV (TV) Tijuana, involving Azcarraga and Mr. Rivera. The O'Farrill family recently announced it had bought a 7½ kw Federal transmitter and 8-gain antenna for a second Tiajuana outlet. In addition an O'Farrill TV booster station is planned on Ch. 7 at Cortes Pass, near the Azcarraga mountain booster.

As the incompleted merger plan now stands, according to Mr. Kleban, joint Azcarraga-O'Farrill stations will be operated in Monterrey, Ch. 2; Reynosa, Ch. 9, 12; Guadalajara, Ch. 6, 10; Veracruz, Ch. 3; Ciudad Juarez, Ch. 2; Nuevo Laredo, Ch. 3; Nogales, Ch. 2; Guanajuato, Ch. 3, 12; Merida, Ch. 4.

Backbone of high-population centers, under this plan, will be covered by relay and outlying stations by kinescope which the far-sighted Don Emilio has already installed in his Mexico City TV Center.

The Azcarraga's TV Center in Mexico City is a modern block-long structure of vast proportions that includes two unusually large theatre-type studios and a half-dozen assorted smaller studios. Few American properties can approach the center in size and studio facilities. Cost was in excess of 22 million pesos ($2½ million), according to the Azcarragas. Its main corridor is glass-roofed and filled with tropical vegetation. One studio, used for circus and wrestling programs, holds around 2,500 persons. A large studio used for children's features has junior-sized theatre seats for the juvenile audience.

Don Emilio's Design

Another huge studio has elevated camera shelves on either side. The center includes low-rent offices for use of advertising agencies. Don Emilio designed the plant himself, turning it into a TV center after originally starting out to build a radio palace.

The whole TV Center is air-conditioned. Each studio has its individual control room, but this modern equipment is already being redesigned. Projection gear includes 35 mm projectors, since unions are not a problem aside from musicians.

Don Emilio decided several years ago to enter TV in a big way, contending the Mexican people should enjoy the medium even if the project cost him money. Right now XEW-TV claims to be near the break-even point in income vs. expenses.

The mountain booster, XEQ-TV, is described as covering a vast area to the south and southwest, including many large cities. Another proposed booster, still in the dream stage, would throw a primary signal into Acapulco, fabulous Pacific Coast resort with 150 major hotels in an area of perhaps 150,000 persons.

Construction of new TV stations likely will exceed development of networking facilities, but plenty of film service will be available to program these ventures, according to J. M. Duran, public relations manager of XEW-TV and XEQ-TV.

The O'Farrills' TV operation is centered in the National Lottery Bldg., with offices in the tower and antenna atop the structure, one of the most beautiful in Mexico City. Limited studio space is available in the building, but facilities for programming are located in the building housing *Novedades,* leading Mexico City newspaper owned by the O'Farrills. Recently the O'Farrills bought a new building in the heart of the city for conversion to TV studios. It formerly housed the YMCA and is said to have the potential for an extensive studio project.

While little attention is devoted to TV by most of Mexico City's newspapers, XHTV programs are listed in the two O'Farrill newspapers, *Novedades* (Spanish) and *News* (English).

The Camarena station, XHGC, represents ingenious planning and a minimum of money. With a total investment of perhaps $50,000, Mr. Camarena blended 20 years of TV experimenting with the devoted help of a staff of parttime employes to get a 1 kw bench-built transmitter on the air just a year ago. Regular programs were started last September. A banker, Antonio Merchant Tirado, is assistant manager.

An old home-style 16 mm film projector shoots movies into a strictly antique orthicon camera, and with the aid of a rack of transmitting tubes the Mexico City environs are treated to a surprisingly good signal. A popular XHGC live program staged in a bus setting is called *Pronta Accion.* Public and news personalities are interviewed on topics of the moment, with a newspaper, *Excelsior,* as sponsor.

CENTER of Azcarraga electronic empire in Mexico City is vast Televicentro, with facilities rivaling largest U. S. plants. It includes several theatre studios, one seating 2,500 persons.

As to rates, the basic Class A fee is 1,600 pesos ($184) per hour on XEW-TV and XHTV, with the Camarena station, XHGC, charging 1,700 pesos ($196).

But that's only the beginning. Take a half-hour program for example. The time cost is 800 pesos. Add to this 500 pesos for subtitling film work, etc., plus 500 pesos cost for a film or packaged show. Fees are paid principal personnel, including announcers, producers and technicians. This adds up to at least 200 pesos and there is another 100 pesos for transportation of film. One program has extra charges totaling 4,650 pesos (nearly $540).

At XHTV Messrs. Kleban and Romulo O'Farrill Jr. have a low-cost 500-peso technique for superimposing subtitles in Spanish on U. S. films.

American film packagers, incidentally, are eagerly eyeing the Latin American market. Several of the larger firms are sending salesmen to Mexico City and one is opening an export department where voice-dubbing and subtitling are done. Development of magnetic tape for television is expected to provide another boost.

For remote pickups, XEW-TV adds 1,500 pesos ($173). Then there's a 200 peso ($23) charge for use of zoom lens. XEW-TV's rate card lists a Class A time charge of 1,600 pesos ($184) for half-hour foreign programs. A charge of 950 pesos is made to use the huge Studio A, with most of the extra charges lumped into this half-hour levy. Smaller studios are provided at lower rates.

Walter Buchanan, Subsecretario de Comunications & Transports, Mexican equivalent of the FCC Chairman, said that except for a ban on political and religious programming, radio and TV in Mexico are as free as the press. Licenses are granted for 25 years, with few instances of revocation. He said equipment has already been bought for seven new TV stations.

Programming can be roughly described as a Spanish version of U. S. television. Sports are extremely popular, including wrestling, boxing, bullfights, baseball, soccer and football. Theatre programs, including drama and comedy, follow American patterns. There's a Mexican *What's My Line* with Colgate as sponsor, and the inevitable *La Hora de Jaudi Dudi* (Howdy Doody).

Then there are amateur and quiz programs galore, and the popular daily Celanese film news flown to XEW-TV. Opera pickups are favored, as well as a host of soap operas, cartoons, Encyclopedia Britannica documentaries, ballet, and feature films of Mexican, American, Spanish and Argentinan origin.

XHTV uses the NBC daily newsreel, rated high among Mexican telecasts. It is sponsored by General Motors.

Roll of Advertisers

The list of international sponsors includes such names as General Motors, Coca-Cola, Philco, Procter & Gamble, Raleigh, Packard, Ford, Canada Dry, Lever, Nescafe and Elgin. Beer companies buy large blocks of time, especially sports. XEW-TV stages wrestling bouts in its largest studio and charges admission. It's not unusual to find a hundred or more persons standing around a store-window receiver, watching a fight or wrestling bout. American firms are showing increasing interest in Mexican TV, supplementing their extensive radio purchases. Colgate is reputed to spend 1¼ million pesos ($145,000) a year on Mexican radio, with Lever purportedly earmarking 400,000 pesos.

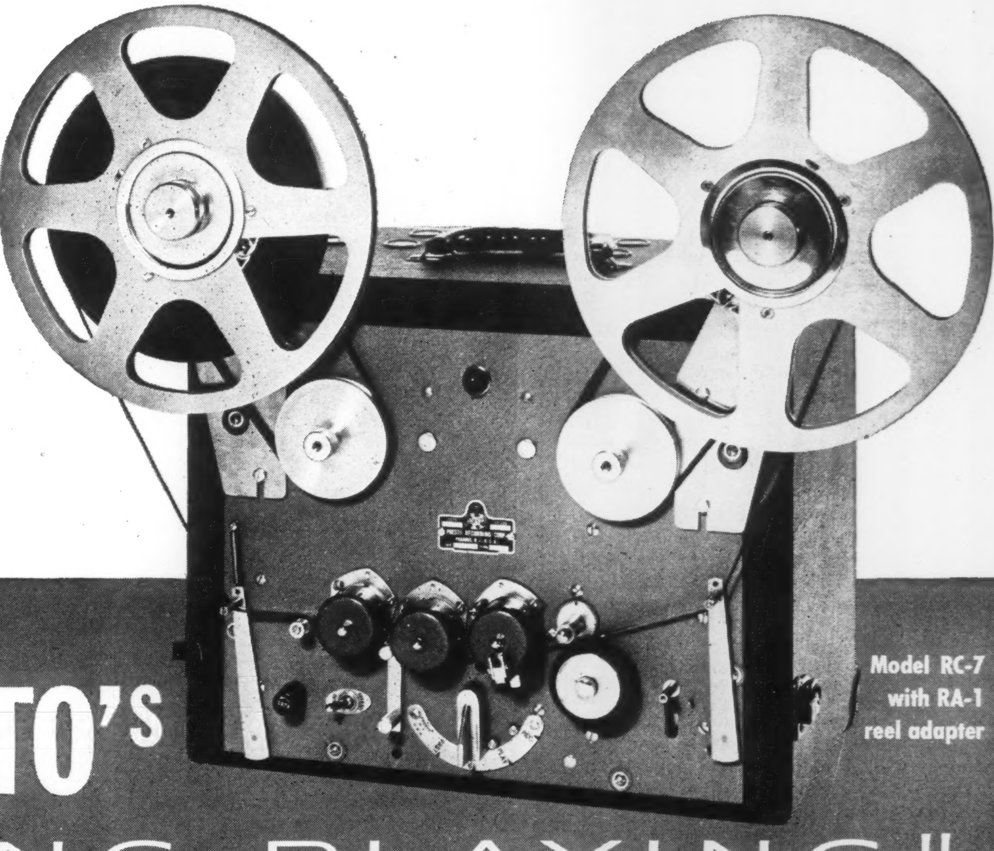
In Mexico City are such familiar agency names as J. Walter Thompson, Grant, McCann-Erickson, D'Arcy, Young & Rubicam, Noble Adv. Co. and Foote, Cone & Belding.

There's considerable organization among Mexican broadcasters and telecasters. Mexican Camara Nacionale de Radiodifusion is a private trade association with a code of ethics. Don Emilio organized Radio Programmes of Mexico in an effort to stop cutthroat rate chiseling. He operates a commercial representative business for national advertisers. His powerful XEW feeds a 20-station radio network operating five hours in the evening, with telephone connection.

Aside from the XEW-TV shortwave link with its booster, XEQ-TV, and one or two projected boosters, networking of television may be mostly of a film nature for some time.

Mexico is rapidly becoming industrialized,

XUM



Model RC-7 with RA-1 reel adapter

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The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don't buy any—until you see the PRESTO RC-7 with 10½" reel adapter (RA-1). Without a doubt, it's the *best buy in professional tape equipment!*

Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!

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- Twin speed: 7½"/sec or 15"/sec.
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XUM

with lots of room to keep growing. Its 25 million inhabitants live in various stages of comfort, ranging from the fabulous estates of the wealthy to the thatched shacks found in the tropical areas.

While only a fourth of the inhabitants are literate, the nation's culture and education are advancing at an encouraging rate. New schools are being built, not as fast as forward-looking Mexicans would wish but still at a rate that promises much from a marketing standpoint.

Much of Mexico's industrialization has occured in the last 20 years. Formerly the nation depended on oil, agriculture, minerals and cattle. Now it is developing new manufacturing industries.

The average monthly income of 150 pesos (roughly $17) looks pitiful to an American businessman until he remembers the average includes millions who live simply in tropical areas where food and shelter are not dependent on a daily wage. This 150-peso figure must be considered, too, in relation to the minimum daily wage of 6 pesos (69 cents) in the Mexico City area. After all, a peso is "dollar" to a Mexican, and buys a relatively important amount of merchandise or service.

Population and Production

Mexico's population is increasing at the rate of 3% a year. Its productive capacity is steadily growing under private and government stimulation. A new railway line is expected to open the northwestern area. Fuel pipelines are projected, along with additional electrical energy. Government plans include extension of credit, savings protection and easing of some taxes. Bankers have been agitating for a stronger finance system, including a sound stock market.

Not to be overlooked is the important tourist business. Thousands of Americans are going to Mexico every week, spending vacation money in large amounts. American Airlines, Eastern, Pan America, Guest and others, have special holiday deals and tourist rates. The trip is easy and not expensive, as foreign travel goes.

American Airlines reports an increasing volume of U.S.-originated cargo traffic directed to Mexico's busy television industry.

The U. S. Chamber of Commerce describes Mexico's economic growth since 1940 as unprecedented with production of goods and services more than doubled. The nation is called a "very favorable climate" for foreign investments, aided by the relative stability of the economy and the policy of the new Mexican Administration to promote a balanced growth of industry. Real income per person is up 50% in a decade and the trade position of the country is improving as the variety of exports widens. Study of foreign language is compulsory in junior high schools and many grammar schools—95% of the time English. Increasing numbers of young Mexicans are studying in this country.

In terms of modern civilization, Mexico is a young nation scarcely more than a generation or two of age. In terms of culture, it has a heritage of hundreds of years. In terms of the future, Mexico promises to become an important unit in the advertising world—a nation that believes in private enterprise and the rights of the individual.

SHOULD STATIONS DO MERCHANDISING? YES SAYS CROSLEY'S DUNVILLE

MR. DUNVILLE

AN AFFIRMATIVE answer to the question of whether radio and TV stations should provide merchandising services to clients was given last week by Robert E. Dunville, president of Crosley Broadcasting Corp., in a statement to B•T.

Mr. Dunville was commenting upon a B•T editorial [May 11] which said that merchandising plans "should be examined with a view to determining whether they are legitimate extensions of a station's efforts to help move its customers' goods and as such fully compensated for in the price charged or whether they are inducements to attract more time sales and are, in effect, rate cuts."

Mr. Dunville said he agreed with that view and that the Crosley stations, based on 17 years experience, had adhered to a policy of including merchandising services in operating expenses and hence taking them into account in fixing rates.

"It has been my opinion," he said, "that too many broadcasters during the lush days felt that their obligation to the public and the advertiser consisted of furnishing a turntable, a microphone, or a studio with an announcer and that all the other details were the problem of the advertiser, its agency and the public.

Results Count

"We have never felt that way. Advertising is bought whether it is in a newspaper, magazine, billboard, radio or television with one thought in mind and that is that as a result of the advertising the advertiser will eventually sell his services or product. Whether the broadcaster who suddenly found himself, through very little effort on his own, really in big business with dollars rolling in considered himself quite a genius as a station manager and a program director, he was none the less in the advertising business, and his obligation extended far beyond selecting and choosing among the many advertisers who desired his facilities.

"Many of these broadcasters considered it highway robbery by an advertiser who asked for assistance in helping to advertise merchandise and move his product. Through the years I heard a great many cries of indignation that arose from these 'successful' broadcasters. I attended meetings recently with virtually the same group who have suddenly become interested in rate reductions, rate cuts and, believe it or not, certain forms of merchandising. In most cases the 'certain forms of merchandising' were in the main eyewash, things designed to impress the agency or the advertiser with no real thought given to the movement of merchandise."

These forms of merchandising, Mr. Dunville said, did constitute a form of rate cutting. But the sounder merchandising techniques did not.

"The rate of any Crosley station," he said, "includes these services which in many cases are the difference between a successful campaign for an advertiser and an unsuccessful one."

Crosley stations, he said, "consider our merchandising operation a part and parcel of our operating expenses and we have in our Client Service Department which heads up merchandising, promotion and client service, the finest trained people in the business today."

Crosley's WLW Cincinnati has been providing merchandising service for 17 years, he said. "To my knowledge, this service is not comparable anywhere else," he added. The station has continued to provide the service "not on the basis of acquiring business from the competition" (for most of the time all competing stations in the market were sold out) "but because of the sincere obligation we felt was due our advertisers."

Rates Stay Up

"That," he said, "is possibly the reason today that on WLW our rates have not been decreased and our business is continuing to grow."

As an example of how rate cutting occurs, Mr. Dunville reported that "one of our competitors in sheer desperation gave without charge, any charge whatsoever, time, talent, the hiring of a hall and a remote pick-up in an endeavor to entice an advertiser away from us."

"This advertiser," he said, "was paying us our full rate for time, full rate for talent, but was receiving the benefits of our merchandising operation. Results? The advertiser took the other station's free time and talent until the station found out that the advertiser had no intention of moving his paid advertising from our station to the other station on a paid basis. When the other station could no longer afford to give his time and talent, he then let go on the 'evils of merchandising.' "

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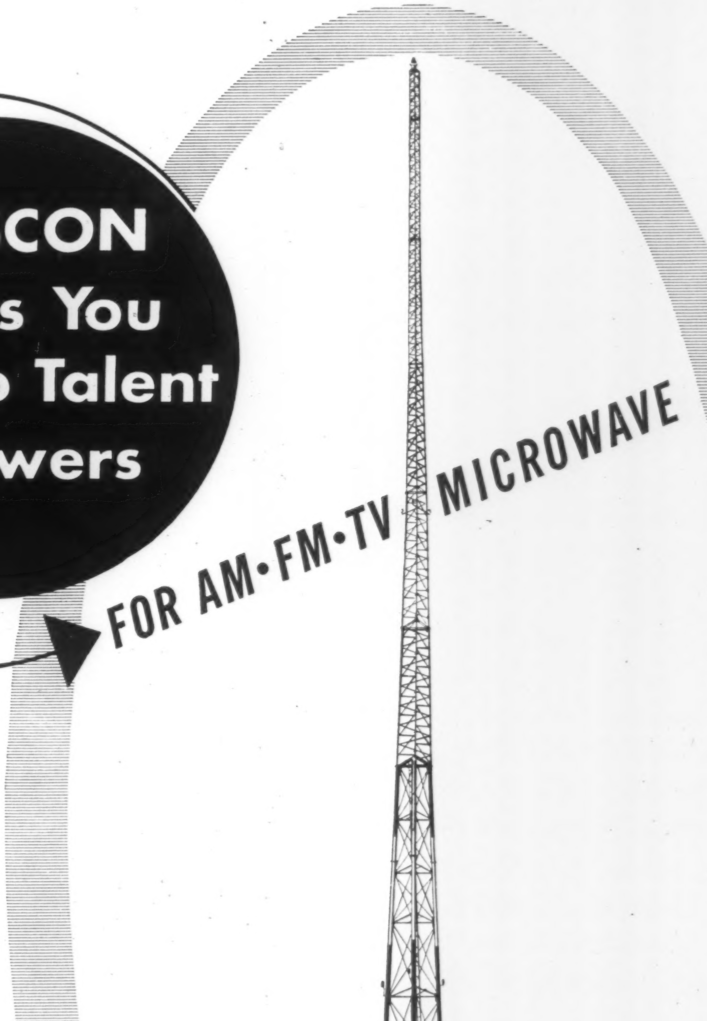

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KRAFT THEATRE

A TELEVISION EPIC

Its 317-week performance record (as of last Wednesday) makes the "Kraft Television Theatre" the longest run on network TV. Longevity alone would qualify it for recognition, but more remarkable are its commercial successes. In picture above, stars of the sixth anniversary telecast of May 6 are shown in moment of relaxation during rehearsals. L to r: Vaughn Taylor, Nancy Marchand, John Baragrey and Rod Steiger.

By Bruce Robertson

THE play's the thing with which to catch the interest of the American family.

That slight paraphrase of Shakespeare's familiar line might well be the slogan of *Kraft Television Theatre,* which on May 6 celebrated its sixth birthday on NBC-TV. Wednesday after Wednesday, 52 times a year for six years without missing a week, the hour-long program has been beguiling audiences and making friends for Kraft. It is indisputably the oldest network TV show.

This long life is due not only to the consistent quality of the weekly plays telecast on the series and their ability to catch and hold the interest of their viewers but also in large measure to the ability of the Kraft commercials to make the family say, "Let's have that dish for dinner tomorrow" (no small feat an hour after today's dinner) and the housewife buy the essential Kraft product the following day.

TV production costs have risen steeply in the six years the show has been on the air. Time costs for the program have shot up from $100 for the first Kraft hour on WNBT (TV) New York to some $40,000 for an hour on the 48-station NBC-TV network that carries the program today. Only a solid sales story of continued success in persuading viewers to want that meal, buy that cheese, could justify such TV expenditures, which now account for nearly 40% of the total Kraft advertising budget.

"We have never found another advertising medium in which we can realize results as quickly as in television," Kraft's advertising manager, John B. McLaughlin, told B•T. "It is the most powerful medium, not only in point of demonstration value and sales but also as a great merchanding potential."

Underlying that success are the commercials on the program, which have followed the same pattern as that used on the first *Kraft Television Theatre* telecast more than six years ago. "At that time," recalled Edmund C. Rice, vice president of J. Walter Thompson Co., Kraft agency, who edits all Kraft TV scripts, "we were frankly experimenting with TV commercials as well as with TV programs. We chose a product—MacLaren's Imperial Cheese—that had not been advertised for some years and not extensively even then, so whatever increase in sales occurred after the telecast might fairly be attributed to the program.

"We took the product and put it into an appetizing setting. We put the product in the picture by itself without any distracting extras—no pretty girl whose looks, clothes, hairdo or accessories might take the housewife's attention away from the product; no trappings of any kind; just the food itself in its ready-to-be-eaten state, with some vocal hints on how to prepare it.

Faithful Formula

"The formula worked then and it's apparently gone on working ever since. At least, we've never been told to change it and try something else, and our experience has been that clients don't stick to the same type of advertising any longer than it pays off at the grocery cash register."

Specific examples of the program's sales pull are legion at the Chicago headquarters of Kraft Foods Co., which this year is celebrating its 50th anniversary in the dairy foods field. A favorite story among many which recount sales successes of a dozen products which the company has found it easier to move through its video dramas deals with clam dip. This concoction, a combination of Kraft's Philadelphia Brand Cream Cheese and diced clams, was introduced on a *Kraft Television Theatre* commercial, one of a series that suggested new ways to use this cheese.

That sales of Philadelphia Brand Cream Cheese went up following the telecast was only to be expected. But what Kraft had not anticipated was a message of gratitude from the General Foods 40 Fathom Division for a sudden and spectacular run on its diced clams which bewildered the GF sales force until they traced it back to Kraft's telecast of the previous Wednesday.

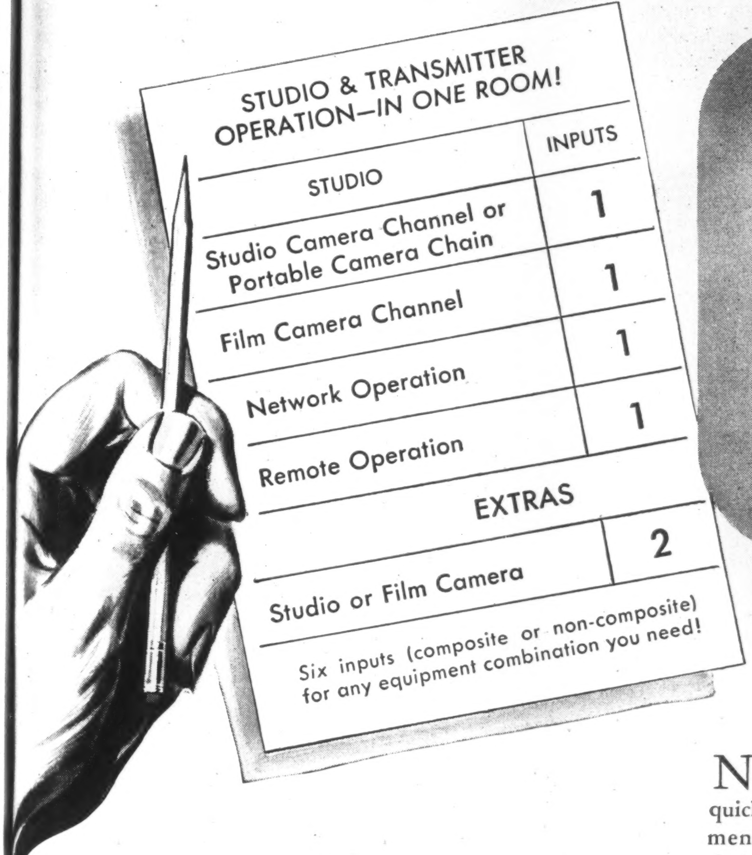
Television scored an easy success in the introduction of pasteurized process cheese in slices, an innovation somewhat difficult to describe in words but instantly understood when the viewers saw the slices separated from the package on their TV screens. Sales boomed in every TV market, with one exception—Detroit. It turned out that hockey had preempted Wednesday evening TV time in that city and, after the hockey season when *Kraft Television Theatre* was again scheduled there, Detroit grocers reported an immediate upswing in sales of Kraft DeLuxe Slices that brought them into line with other markets.

About a year ago, Kraft advertised Philadelphia Brand Cream Cheese as a fudge frosting, using a 22-week campaign in magazines, newspaper supplements and TV. A recipe book, offered on eight telecast commercials, was gobbled up as fast as the frosting itself, averaging 77,000 requests per commercial and giving television the lowest cost-per-inquiry of any of the media used in this campaign.

Kraft finds that requests for recipe booklets offered on the *Kraft Television Theatre* telecasts provide a quick rule by which to measure the popularity of the recipe and,

NEW BROADCASTERS! NEED A ONE-MAN TV EQUIPMENT OPERATION?

See this — MINIMUM REQUIREMENT G-E STUDIO SWITCHING PANEL



STUDIO & TRANSMITTER OPERATION—IN ONE ROOM!

STUDIO	INPUTS
Studio Camera Channel or Portable Camera Chain	1
Film Camera Channel	1
Network Operation	1
Remote Operation	1
EXTRAS	
Studio or Film Camera	2

Six inputs (composite or non-composite) for any equipment combination you need!

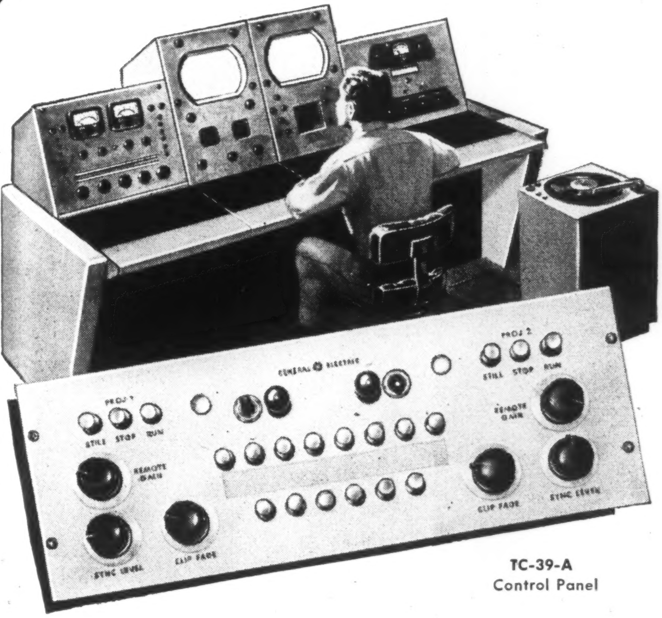
Now you can go on the air quickly and at a minimum investment — General Electric has designed a special One-Man TV Operation package just for your purposes! An integral part of this simplified technical facility is the new G-E Studio Switching Panel, Type TC-39-A. If your needs today demand that both studio and transmitter equipment operate from one room, here is the ideal solution. This panel provides the facilities you need . . . all the quality necessary for outstanding performance . . . with a single operator!

Get complete information today! Call your G-E Broadcast representative or write: *Section 263-15, General Electric Co., Electronics Park, Syracuse, N. Y.*

G-E's minimum requirement switching panel offers these features:

- Switches up to six composite or non-composite signals
- Eight position monitor selector switch – one monitor for all, either inputs or outputs
- Two sets of stab amp. controls – local and network
- Two sets of projector start and stop controls
- Provision for adding projector douser control
- Provision for adding slide projector dimmer control
- Two sets of slide projector controls

Switching combinations for any TV station operation!



TC-39-A
Control Panel

Complete television equipment for VHF or UHF

GENERAL ELECTRIC

XUM

KRAFT THEATRE

A TELEVISION EPIC

by an easy transition, to gauge the probable effect on sales of the particular Kraft product employed in the dish. A popular recipe will draw 25,000 to 30,000 requests, a poor one about 4,000.

Those figures are in dramatic contrast to the volume of mail received from viewers who "take pen in hand" to tell the sponsors of *Kraft Television Theatre* what they think of the play they have just watched. These missives from living-room critics average about 100 a week, Mr. Rice said, although an outstanding play or performance or a drama dealing with a topic of current controversial interest will cause a sharp increase in the size of the mailbag.

Mostly, Kraft plays avoid topics of extreme controversy or, for that matter, any topic which would not normally be discussed in an after-dinner gathering of family or family-plus-guests. "We have no fixed tabus, but we try to avoid undue unpleasantness," Mr. Rice said. "Even so, from time to time we get a script on a normally unacceptable topic that is so well done that we put it on anyway."

Variety of Plays

"We use all types of plays on the show," Mr. Rice said, "comedy, drama, mystery, romance. Mostly we try to do plays about real people, the kind of people who might live next door to the viewer, or at least a block or two away. We also strive for realism, not too grim, but to present a socially acceptable answer to some of the problems that face us all these days—even, or I might say, especially in our comedies, which our audiences seem to like none-the-less because they include a modest moral.

"Actually, I suppose our main goal is to present a play—regardless of type—that will hold the interest of a typical American family for an after-dinner hour once a week. Incidentally, we've had some successes on *Kraft Television Theatre* that were flops on Broadway, because they had enough dramatic meat to hold up well for an hour but not enough to keep an audience interested for two hours and a half."

Just as Kraft has stuck to the single type of single-focus commercial throughout its TV lifetime, so the series has concentrated on plays, either originals or adaptations of stage presentations. "We're the only program of our kind on TV that hasn't used dramatizations of novels or short stories," Mr. Rice commented. "We feel that when the dramatic unities of place and time are there from the start, we have an easier job in adapting it to TV and a better chance of success than if we start with a non-dramatic original story.

"In our early days of *Kraft Television Theatre* we did mostly adaptations of Broadway plays. Latterly, as kinescopes raised legal complications concerning film rights and as writers became more accustomed to writing for television, we have veered more and more toward originals."

About six weeks are allowed between the selection of a play and its on-the-air performance, Mr. Rice said. There is a week or more for adaptation, a week or less for editing, mimeographing, etc. The producer-director who is to do the play—there are two who alternate on *Kraft Television Theatre*—gets his script four weeks ahead of the telecast. For two weeks, while he is producing his preceding Kraft show, he does some mental casting and has preliminary sessions with the scenic designer and musical director and perhaps other experts such as special effects men if the play seems to call for advance preparation on their part.

Once his program-before-this-one is off the air, the producer-director engages his cast and distributes scripts for study. Then he blocks out the full production, charting his set or sets and deciding where each member of the cast and each camera should be when the play opens and how they should move from that time right through until the final curtain. Rehearsals pretty much monopolize the final pre-broadcast week.

Stanley Quinn worked alone as producer-director during the first year *Kraft Television Theatre* was on the air. Then he was joined by Maury Holland and since then the two have alternated as Kraft producer-directors. Working with both of them is Duane McKinney, for the past three years in charge of designing for the program.

For its sixth anniversary telecast, May 6, *Kraft Television Theatre* recreated, with their original stars, four dramatic sequences chosen by the program's nationwide audience as outstanding among the more than 300 plays presented during the series' six year run. There was Vaughn Taylor as a Yankee farmer in "January Thaw," broadcast first on Oct. 8, 1947; John Baragrey as Heathcliffe in "Wuthering Heights," Nov. 24, 1948; Nancy Marchand as Queen Elizabeth I in "Of Famous Memory," March 21, 1951, and Rod Steiger as the radar operator in "My Brother's Keeper," March 4, 1953.

Commercials on the anniversary telecast featured Eggs Goldilocks, which in the Kraft tradition helped retail grocers dispose of eggs, milk, bread, parsley and condiments as well as Velveeta Cheese, and Mayonnaise Puff, giving a side plug to asparagus, deviled ham, eggs and bread along with the main one for Kraft Mayonnaise.

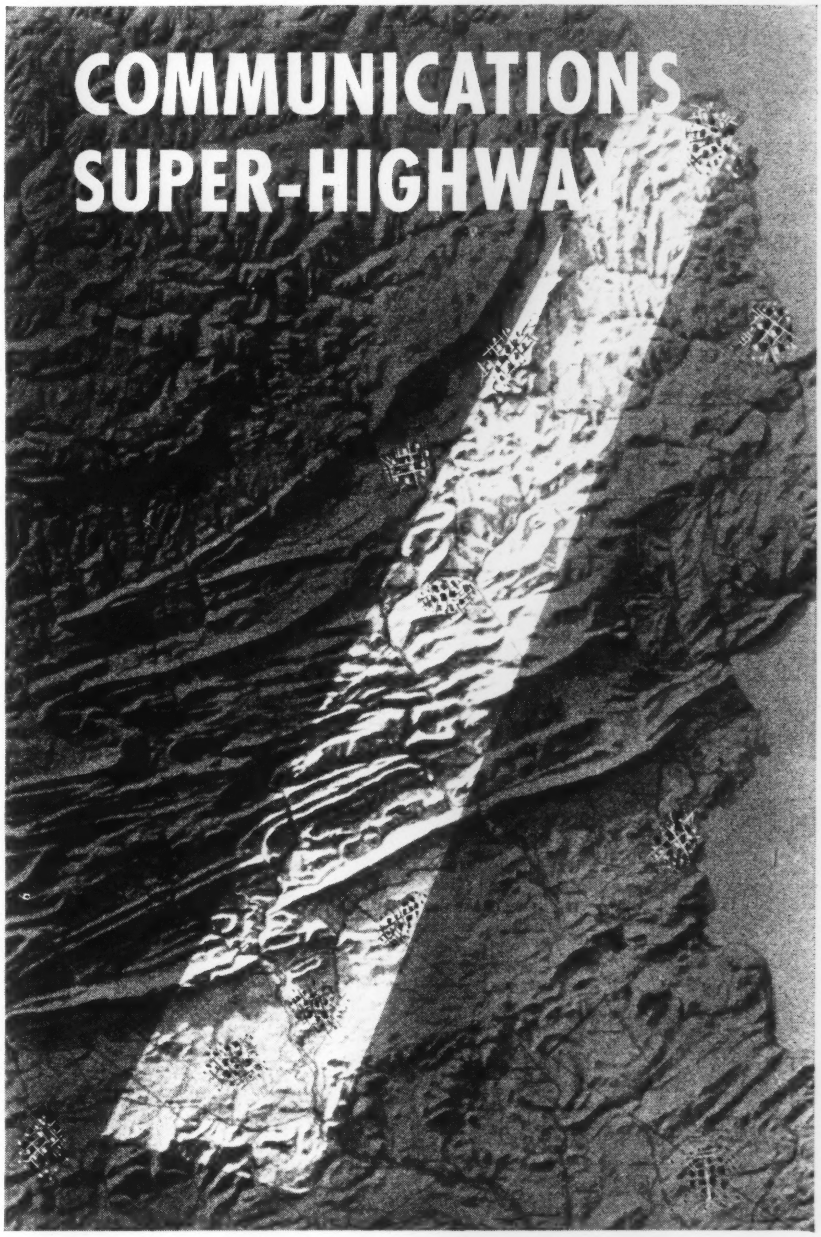
Many grocers have developed the habit of running newspaper ads tieing in with the TV commercials, generally on Thursday morning, telling readers that "here is the recipe you saw last night on television" and reminding them that the ingredients are available at the advertiser's store or stores. It is not unusual for these cooperating stores to run out of the Kraft product advertised on the TV program, or for that matter to note increased purchases of the related items.

Kraft has begun merchandising the program-advertised items in the stores and already the effects have made a deep impression on the company's top executives. Co-operating grocers get a complete release of the Kraft advertising for the week, plus recipes, which are intimately tied in with store displays. New products are vigorously pushed.

"We have found that when market-testing a new product in TV areas, we get acceptance much quicker than in markets where there is no television," Mr. McLaughlin stated.

Audience might like to see pretty models like these, but Kraft commercials craftily avoid such distraction. TV camera shows only models' hands and products demonstrated.

PHILCO MICROWAVE:



Like a Super-Highway in the Sky, Philco microwave gives broad, clear communication channels, free of interference and interruption. Super-high frequency Philco microwave with Philco multiplexing equipment—either frequency or time division—offers wide band channels up to 3300 cycles and circuit design which provides freedom from cross talk and distortion.

Philco microwave is easily expanded to 24 voice channels, each divisible into 16 sub-channels for telemetering, control circuits, teletype circuits or any other signalling needs. These channels are in the high-antenna gain, interference-free 6000-7500 mc. frequency range which encompasses adjacent common carrier, government and industrial bands.

Philco microwave has the highest power output of any equipment in the 6000-7500 mc. frequency range. Philco brings common carrier reliability and long-range economy to industrial communications.

Look to Philco to answer your multi-channel communications requirements.

For Complete Information Write to Department B.T.

PHILCO Famous for QUALITY the World Over

PHILCO CORPORATION

GOVERNMENT & INDUSTRIAL DIVISION · PHILADELPHIA 44, PA.

COMPARATIVE NETWORK TV

EV

TELECASTING

	SUNDAY			
	ABC	CBS	DuMONT	NBC
6:00 PM	*In Our Time* F	Electric Cos. (hiatus st. 6/21) alt. wks. sust. You Are There	*New York Times Youth Forum*	Revere Meet the Press L
6:15	Gruen Walter Winchell			
6:30	Brown & Williamson "Orchid Room"	Alcoa (hiatus st. 6/21) See It Now L		Gen Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	P&G Red Skelton F
7:15				
7:30	Plymouth Playhouse	American Tobacco Your Play Time L	*Washington Exclusive*	Reynolds Metals Mr. Peepers L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour Big Payoff Eff. 6/21 L
8:15				
8:30				
8:45				
9:00	*America In View* F	General Electric Fred Waring L	Clorets Chlorophyll Gum & P&G Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Time To Smile L	Larus & Bro. Co. and Carter Products Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	Chas. Antell What's Your Bid?	P&G The Doctor F
10:15	*Film*			
10:30	Local	Jules Montenier What's My Line L	*Dolly Mack Show*	
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

	MONDAY			
	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			General Foods Capt. Video	
7:15				
7:30	*Opera* vs. *Jazz* L	GM-Oldsmobile News L		*Bob and Ray* L
7:45		Chesterfield Perry Como		Camel News Caravan L
8:00	Sterling Drug Ins. Mark Saber Homicide Squad F	Carnation Burns & Allen (alt.) L Goodrich		Winchell-Mahoney Show L Crosley-Speidel alternating
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L		Firestone Voice of Firestone L
8:45				
9:00	*Film*	Philip Morris I Love Lucy F	*Feature Boxing with Chris. Schenkel*	*Eyewitness* L
9:15				
9:30	*Talent Patrol* L	Gen. Foods Instant Maxwell Coffee L Masquerade Party		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One L		
10:15				
10:30				Co-op Who Said That L
10:45			*Girl Alone*	
11:00		Longines Chronoscope		
11:15 PM				

	TUESDAY			
	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15				
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Chevrolet Dinah Shore L
7:45		*Jane Froman*		Camel News Caravan L
8:00		*Feature Film*	Toni Co., Blind Date Jan Murray	Texas Co. Milton Berle * Eff. 6/23 Revlon, Revlon Show, 8-8:30, Assoc. Products Break The Bank 8:30-9
8:15				
8:30			*The Big Issue*	
8:45				
9:00	ABC Fights (Co-op)	Schick Crime Syndicated (alt.) L Carter Prod. City Hosptl.	*The Music Show*	P&G Fireside Theatre F
9:15				
9:30		Electric Auto-Lite Suspense L	Serutan Wisdom of the Ages	Hazel Bishop Candid Camera
9:45				
10:00		Block Drug Danger L	*Where Was I?*	P Lorillard Two For The Money F
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L			
10:45				P. Lorillard Embassy Club L
11:00				Bob Considine Mutual of Omaha
11:15 PM				

	WE	
	ABC	CBS
6:00 PM		
6:15		
6:30		
6:45		
7:00		
7:15		
7:30	Date with Judy Clorets ½ sponsor	GM-Oldsmo New
7:45		Chesterf Perry C
8:00	*Film*	Pillsbu Toni (a Godfrey His Fri L
8:15		
8:30		Liggett & Mye Godfrey His Frie L
8:45		
9:00	*Film*	Colgat Strike It Rich L
9:15		
9:30	*Wrestling From Rainbo* L (9:30 to Midnite)	R. J. Reyno Man Agai Crime
9:45		
10:00		Pabst Sales C Blue Ribbo Bouts L
10:15		
10:30		
10:45		Genera Cigar Sports S
11:00		Longin Chrono-scope
11:15 PM		

DAM

	SUNDAY			
	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	Derby Foods Sky King (alt. wks.)			
11:45				
12:00 N	Sweets Co. Tootsie Hippodrome L	*Meet Me At The Zoo*		
12:15 PM				
12:30	Voice of Prophecy Faith For Today L	Hawley & Hoops Candy Carnival (Ends 6/28)		
12:45				
1:00	*Seminar* L			*Youth Wants To Know* L
1:15				

	MONDAY - FRIDAY			
	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45				Minn. Mining Tues. Scott Paper, Thur. General Mills, Fri. Ding Dong School L
10:00		Arthur Godfrey M-Th 10-11 a.m. (See Footnote) Wheel of Fortune F 10-10:45 a.m. S		
10:15				
10:30				*Prologue to the Future* F
10:45		Westinghouse Betty Furness Th. 11:15-11:30		
11:00		*There's 1 In Every Family* 11-11:30 Partic. See Footnote		*Ask Washington* L
11:15				
11:30		C-P-P (MWF) 11:30-12 N Strike It Rich L		*Mrs. USA* F
11:45				
12:00 N		Gen. Mills Bride & Gr'm L		
12:15 PM		Amer. Home All Products Love of Life		
12:30		P&G Search for Tomorrow		
12:45		P&G Guiding Light		
1:00				
1:15				

	SATURDAY			
	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30	*Film*			
10:45				
11:00	Ralston-Purina *Space Patrol* F	*There's One In Every Family*		
11:15				
11:30	Derby Foods Sky King; Amend Co. Hail The Champ (alt. wks.)	*Rod Brown, Rocket Ranger*		
11:45				
12:00 N		National Dairy The Big Top L		
12:15 PM				
12:30				
12:45				
1:00		GM The Lone Ranger		
1:15				

	SUN
	ABC
1:30 PM	Both Si A. F. L
1:45	
2:00	Junior P Conf.
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	Kellog Super ((5-5: L
5:15	
5:30	Mars C Co. (5:30-
5:45 PM	

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FOR JUNE 1953

WE		THURSDAY				FRIDAY				SATURDAY				
CBS	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
														6:00 PM
														6:15
											What In The World			6:30
														6:45
				Capt. Video				General Foods Capt. Video	*Meet the Veep* L	Dance Party at the Meadowbrook (Co-op)	Liggett & Myers Stork Club		*Mr. Wizard*	7:00
									No Network Service					7:15
GM-Oldsmo News	Coca Cola Eddie Fisher	General Mills Lone Ranger F	Amer. Cig. & Cig. Co. News 7:30-7:45 pm		Chevrolet Dinah Shore L	General Mills Stu Erwin F	GM-Oldsmobile News		Coca Cola Eddie Fisher		Sylvania Beat The Clock L	TBA	Sunbeam Ethel & Albert	7:30
Chesterfi Perry C	Camel News Caravan L		General Electric Jane Froman		Camel News Caravan L		Chesterfield Perry Como		Camel News Caravan L					7:45
Pillsbu Toni (a Godfrey His Frie L	GE I Married Joan F	*Film*	*Life with Luigi (Sust.)*	*Guide Right*	DeSoto-Plymouth Groucho Marx F	Hotpoint & Lambert (alt. wks.) Ozzie & Harriet F	Gen. Foods Maxwell House Coffee Mama L		RCA Dennis Day L		Schick Inc. Sheaffer Pen Nescafe (Co-Sponsorship) Jackie Gleason Show		Dunhill My Hero F	8:00
										Texas Rasslin' F				8:15
Liggett & Mye Godfrey His Frie L	**	Lorillard Chance of a Lifetime L	Willys Motors, Inc. Willys Theatre st. 6/25 (alt.) Singer Swng. 4 Star Plhs.	Associated Tide Water Oil Broadway to Hollywood	Borden Treasury Men In Action L		R. J. Reynolds My Friend Irma	*Jimmy Hughes Rookie Cop*	Gulf Oil Life of Riley F				Pet Milk Original Amateur Hour L	8:30
														8:45
Colgate Strike It Rich L	Krafts Foods Television Theatre L	*Motor City Fights*	Lever Lux Video Theatre L	*Treasure Hunt!*	Chesterfield Dragnet F	*Film*	Schlitz Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Big Story L	Bayuk Cigar Saturday Evening Fights L	*This Is Show Business*		Saturday Nite Revue L	9:00
														9:15
R. J. Reynol Man Agai Crime			Lever Rinso Big Town F	*Author Meets the Critics*	Ford Ford Theatre F	Kreisler, (alt. wks.) Tales of Tomorrow L	General Foods Sanka Our Miss Brooks		Double or Nothing L		*Meet Millie*			9:30
										Fight Talk		Co-op Wrestling from Chicago		9:45
Pabst Sales C Blue Ribbo Bouts L	Hazel Bishop This Is Your Life L	*Local*	Philip Morris My Little Margie	*Big Idea*	U.S Tobacco Martin Kane		Colgate Mr. & Mrs. North	Bauer & Black Twenty Questions	Gillette Cavalcade of Sports L	*Local*	10-10:30 pm. Quiz Kids sust.			10:00
														10:15
		Personality Puzzle (alt.)	Carter I've Got A Secret (alt. wks.) Toni Racket Squad					Helene Curtis and Carter Products Down You Go			Simmons Jergens (alt.) It's News To Me		American Tobacco Your Hit Parade L	10:30
Genera Cigar Sports Sp									Chesebrough Greatest Fights F			11:05 Boyle-Midway Sports Showcase		10:45
Longin Chrono-scope							Longines Chrono-scope							11:00
												11:20 Wrestling Resumes		11:15 PM

DA ME

SUNDAY			MONDAY - FRIDAY				SATURDAY			
ABC	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC
Both Si A. F. L		*Religious Hour Frontiers of Faith* L		Garry Moore Show (See footnote)						
Junior P Conf.		*American Inventory* L		Campbell Soup Double or Nothing M-W-F Westinghs. Freedom Rings Tu-Th						
					Take the Break with Don Russell					
		American Forum Co-op								
				Art Linkletter's House Party (See Footnote) 2:30-3 pm						
		No Net Service			Paul Dixon Show Calometric Wt. Control Div. VCA; Scholl; VCA, River Brand Mills	*Break the Bank* L				
				Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.						
		TBA				P&G Welcome Travelers L				
				Action in the Afternoon 3:30-4 p.m.						
		TBA		Summer School St. 7/6 4-4:30 p.m.		*On Your Account*				
		Zoo Parade Quaker Oats L				*Ladies Choice*				
Kellogg Super C (5-5:3 L		Hallmark Hall of Fame L				Lever Hwkns. Falls L				
						Gabby Hayes**				
Mars C Co. (5:30-		Fram. Corp. Sightseeing F								
						Howdy Doody				
		Window On Washington L								

Explanation: Programs in italics, sustaining: Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT, 7:15-20 Wed.—Participating sponsors.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:45-5. Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:45-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:45-5., Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

** Wednesdays, 8:30-9 p.m., Scott Paper for Scott Music Hall alternates with Du Pont for "Cavalcade of America."

5:30-6 p.m., M-F. Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-11 a.m. 10-10:15 Mon.-Th.—Consolidated Cosmetics & Clinton Foods, alt. days.

10:15-30, Mon.-Th.—Star-Kist Tuna & Owens-Corning, alt. days.

10:30-45—Lever, M. & W.—Frigidaire, Tu. & Th.

10:45-11, M-Th.—Pillsbury.

There's One in Every Family, Wed., 11-11:05 a.m. Carter Prod.; Thur. only, 11:15-11:30 a.m.

11:15-30 a.m. Thurs., Westinghouse-Betty Furness (Ends 6/25)

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

1:30-45 p.m., Tues.—P&G; Wed.—PUREX; Thu.—Deepfreeze; Fri.—P&G (drops 6/16)

1:45-2 p.m. Mon.—Duff; 1:45-2 p.m. Mon. Duff & Hoover, alt. wks.; Tues., Ballard; Wed., (Duff drops 6/15)
Best Foods; Thurs., Stokely-Van Camp; Fri., Kellogg.

2:30-45 p.m., Fri.—Green Giant; Tues.—Kellogg

2:30-45 p.m., M., W., Th.—Lever

2:45-3 p.m., M.-Thu—Pillsbury; Fri.—Kellogg: House Party.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

June 15, 1953

XUM

RADIO NEWSREEL

PAPER-MATE Pen Co. Inc.'s J. Gay Bascom (l), St. Louis regional sls. dir., signs with Hank Luhrman (c), dist. repr., Frederick W. Ziv Co., for *I Was a Communist for the FBI* on KSD that city, and Jim Allen (r), KSD slsmn.

CONTRACT for the Roger C. Clark all-night show on WNOR Norfolk is signed by (l to r): Dave Pritchard, WNOR acct. exec.; Jay Bain, mgr., Home Furniture Co., sponsor; Sam Jurmain, sponsor sls. mgr., and Roger Clark, show m.c.

CHATTING at a conference sponsored by Community Services in Washington are Sir Roger Makins (l), ambassador from Great Britain, and John S. Hayes, pres., WTOP-AM-FM-TV Washington.

CLOSING year's contract for 3,695 five-minute newscasts on KGMS Sacramento, Calif., are Steve George (l), co-owner & sls. mgr., KGMS, and Thomas P. Raley, owner of seven Raley supermarkets in that city, sponsor.

PROGRAMS & PROMOTIONS

AMERICAN INDUSTRY SERIES

DOCUMENTARY series of 13 half-hour shows dramatizing the part which American industry plays in the community will be presented by ABC-TV starting June 21. Most of the programs, in addition to presenting little known behind-the-scenes phases of widely known businesses and enterprises, will include panel discussions featuring top industry leaders. Titled *Better Living Television Theatre*, the series will be presented Sundays, 9-9:30 p.m. EDT.

FAVORITE WESTERN STARS

TO CREATE greater sponsor interest toward Western film programming, Screencraft Pictures Inc., New York, has designed a small give-away booklet titled "Your Favorite Western Stars." The booklet contains pictures of five tough looking "hombres" and provides space on the cover for the name of the appropriate sponsor.

SQUARE DANCE FESTIVAL

FOURTH annual International Square Dance Festival will be held at the Chicago International Amphitheatre Oct. 24, with WIS Chicago cooperating in staging the festival. The station will work with the Chicago Area Callers Association and the park district on the event, consisting of dances, clinics, workshops and other features.

OPTOMETRY PROGRAM

OFFICIALS of the Pennsylvania State College of Optometry will review the advances made in their science on a special *Voice of Philadelphia* program on WFIL-TV Philadelphia. Among the topics for discussion are "Hope for the Near Blind," "The Gift of Sight" and "Optometry Today." The doctors will also show new developments in equipment, and will demonstrate a new clear image lens developed to aid the near blind.

'OUR MODERN MIND'

A NEW series of public service programs titled *Our Modern Mind* is being aired on WJBK-TV Detroit in cooperation with the Michigan Department of Mental Health. Still pictures, film sequences, studio shots involving actual patients from the Northville Mental Hospital, as well as doctors and experts in the field will be presented on the thirteen-week series. The programs will present the progressive steps of mental illness, from court confinement to hospital admission, therapy, release from confinement, rehabilitation and re-employment. The program is aired from noon-12:30 p.m. on Sundays.

TEEN-AGERS ENTERTAIN TROOPS

TEEN-AGE entertainers from WJW Cleveland are embarking on a European tour, under the auspices of the Armed Forces of the United States to entertain troops overseas. The station reports that this is the first group of non-professional teen-age entertainers ever to be accepted by the Armed Forces Professional Entertainment Branch for a tour of this kind. Under the title of WJW's Radio-Nanigans, the teen-agers will tour Europe for ten weeks. A WJW engineer will join the group to tape-record special shows for broadcast at home. Known locally as "Friends in Entertainment," the youngsters are heard from 11:30 a.m.-12:30 p.m., Saturdays on WJW. The group consists of vocalists, dancers, instrumentalists and a mimic.

ANIMAL CELEBRITIES

ANNUAL pet parade in La Grange, Ill., featuring human and animal trademarks familiar to radio-TV audiences, was telecast June 6 by WGN-TV Chicago. In addition to numerous celebrities, the parade included the original Johnnie of Philip Morris fame, Tedd Snow Crop of the Arthur Godfrey show, Beulah (bovine daughter of Elsie the Cow) and Tex, the educated horse. Fifteen classes of competition were open to youngsters, with prize certificates amounting to $750. Name stars included actress Debbie Reynolds, cowboy star Bobby Benson, the MBS-WGN Cliff Johnson family, and Mary Hartline and Nicky of ABC-TV's *Super Circus*, and such kid favorites as Jo-Jo, Natco and Bobo the Clown.

'16 CHICKENS AND A TAMBORINE'

CHIEF announcer Russ Naughton of WDRC-AM-FM Hartford was quite surprised when a carton of 16 baby chicks was delivered to his desk. The "gift" turned out to be a promotion stunt on the part of RCA records for its new recording of "Sixteen Chickens and a Tamborine." Mr. Naughton gave the chicks to a neighboring farmer. He kept the tamborine.

RIDDLES FOR RAINBOW

AS PENALTY for losing a five-month riddle contest with his partner Ed Schaughency on the early morning program of KDKA Pittsburgh, Rainbow Jackson is to be given away free to a KDKA listener. Since the feud began, when Mr. Jackson insisted that he could stump Mr. Schaughency in riddles, listeners began sending in riddles, and one was aired each day. Typical of the riddles are:

"What has 18 legs, long hair, catches flies and is covered with red spots?"

"A ladies' baseball team."

"What about the red spots?"

"They all had the measles."

Rainbow Jackson will be given to the listener or organization writing in and giving the best reasons for wanting him.

KOTV (TV) ON HIGHWAY

AS part of its new series, *Precious Cargo*, KOTV (TV) Tulsa made live telecasts of the Oklahoma Highway Patrol's activities as it stopped motorists to make routine checks of autos for defective brakes, lights, windshield wipers and horns. The telecasts were produced in cooperation with the state's Dept. of Public Safety.

AM Promotes FM Value

SEPARATE commercial copy is being used for AM and FM audiences listening to six hours weekly of symphonic music programs sponsored by the Zenith Radio Corp., New York, over WQXR-AM-FM New York. Broadcast simultaneously over both stations, the programs utilize two separate announcers for commercials promoting Zenith's AM-FM clock-radio. AM copy stresses the value of owning an FM set, and FM announcements praise the static-free reception.

XUM

TREASURE HUNT

KOWH Omaha conducted its second annual "Treasure Hunt" Sunday afternoon, May 31. The station reported that more than 10,000 people gathered on the shore of Carter Lake to participate in the hunt for more than $1,000 in cash prizes. The entire staff of the station and all its mobile equipment were utilized in the event, to broadcast clues as to the whereabouts of five checks ranging in value from $50 to $500. Listeners picked up clues either off portable radios, their car radios or the PA system truck which KOWH had procured. Hiding places varied from under the bark of a tree to a sealed can tossed in a puddle of water.

LISTENER GETS THE BIRD

WTAG Worcester's Julie 'n Johnny are giving listeners the bird! A local pet store donated a canary, which the co-stars keep in the studio during their broadcasts. Each time the bird chirps on the air, the sponsor gets a plug. The listener who submits the best name for the canary will get the bird and a free cage from the pet shop.

ORIGINAL SONGS

WHEN Don and Beulah Bestor, WICC Bridgeport, Conn., personalities, spread the word on their morning program that one of their publisher friends advised unknown songwriters to try to get their compositions played by local radio stations, the stations began receiving scores of original compositions from songwriters, WICC reports. Mr. Bestor plays the piano as a part of the format of the show and every day features the songs received by the station. When a national trade publication gave publicity to the receptivity of the idea by people in WICC's coverage area, manuscripts began coming in from other parts of the country as well.

JUNIOR ACHIEVEMENT AWARD

FOR the second time, the Junior Achievement Radio Company, sponsored by KEYD Minneapolis, has won first place in competition with all other JA Radio Companies in the United States. Junior Achievement is a national, non-profit organization supported by local business, industry, labor and education, whose purpose it is to give high school students practical experience and training which will help them to take their place in the economic life of America. KEYD Junior Achievers sell time on their show, in addition to writing, directing and producing the program.

PULSE '52 REVIEW

PULSE has compiled an annual review for 1952, condensing all familiar *Pulse* data during the past year, in two volumes for $15. With each order from a present *Pulse* subscriber, a bonus set is sent free. (For order blank see B•T, June 8, p. 16.)

GERMAN LESSONS

AN EXPERIMENT in teaching foreign languages to children via television is being conducted by WOI-TV Ames, Iowa State College. Capitalizing on what he calls "children's natural interest in words," Professor Fred Schwartz of the Modern Languages Department, is teaching German to children through the use of rhymes, jingles and demonstrations. Titled *Eins Zwei Drei*, the program is aired Monday, Wednesday and Friday at 1:30 p.m.

————————TYPE TM-2C

Low-cost, high-quality

TV Picture Monitor

—with a dozen uses

Here is a professional 12½-inch picture monitor you can set up any place in your station—control rooms—announcers' booths — clients' viewing rooms—offices. It is completely self-contained with power supply. It is readily adaptable for portable service. Picture quality meets the requirements of the most critical director.

In the TM-2C, 6-Mc bandwidth permits use of closed-circuit signals—such as the signal from a control room. High-impedance video input makes it possible to terminate the signal in the monitor—or to "loop" the signal through several monitors. Vertical scanning can be switched for "mirror viewing." Removable controls make it easy to operate the unit "remote-control" (from a program console, for example).

A special version of the TM-2C . . . using a 10-inch picture tube . . . is available for rack-mounting, or as a monitor in a program console.

One of the handiest video units a station can own. Order yours from your RCA TV Equipment Representative. Or from Dept. 22RB, RCA Engineering Products, Camden, N. J.

TELEVISION BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

IN THE 75th MARKET
— TEXAS' 5th
EL PASO

Want the most for your radio advertising dollar? Then use KEPO, El Paso's most powerful station. Here in the Nation's Largest Trade Territory, KEPO delivers a bigger and better performance . . . this is in a rich, rich area with a buying potential of well over $534,000,000! High quality programming and engineering perfection assure good reception to customers who are just waiting to buy your products. Bear in mind, too, that KEPO's prestige adds believability to your message. The cost is low and rather a pleasant surprise. You can't afford to leave KEPO, in the Great El Paso Southwest, out of your radio schedule.

Figures from Sales Management, May 10, 1953

Ask Avery-Knodel for complete details.

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

7 Sizable Sales directly traceable to Radio Advertising

H. C. Munson, Cortland, N. Y., writes, ". . . the morning program is very definitely producing both inquiries and sales for Paint-O-Plast. At least seven sizable sales are directly traceable to the radio campaign. We believe other inquiries will result in future sales."

WSYR *gives you up to 239% more daytime audience families than other local stations according to SAMS and Nielsen.*

Write, Wire, Phone or
Ask Headley-Reed

WSYRACUSE
570 KC

NBC Affiliate In Central New York

Advertisers

Eugene Coleman Jr., Bymart-Tintair Inc., N. Y., returns to Colonial Dames Inc., Hollywood cosmetic firm, as executive vice president.

Harold W. Sanders, vice president and treasurer of Union Oil Co. of Calif., L. A., elected financial vice president and director of public relations and advertising. **C. Haines Finnel,** director of public relations, named manager of newly created market research and development department. **Alfred G. Norris** appointed supervisor of public relations, and **Earl M. Welty,** assistant to Mr. Sanders.

Edward Salas, advertising manager for Nuodex Products Inc., Elizabeth, N.J. (chemicals for paints and allied industries), to Sapolin Paints Inc., N.Y., in same capacity.

Arlin C. Inman, advertising manager, Haas, Barauch & Co., L. A. (wholesale food distributors), to Old Colony Paint & Chemical Co., same city, in similar capacity.

Robert L. Benveniste, Rexall media director, Owl Drug Co., L. A., promoted to director of advertising and sales promotion.

Keith Connes, commercial copy chief at WQXR New York, appointed advertising manager of G. Schirmer Inc., music publishers and dealers, N. Y.

John S. Brookes appointed advertising and merchandising manager of E. J. Brach & Sons, Chicago (candy).

Charlotte S. De Armond, public relations director of Pacific Airmotive Corp., Burbank, Calif., elected president of Los Angeles Advertising Women Inc.

Agencies

Basil W. Mathews, Kenyon & Eckhardt and Dancer-Fitzgerald-Sample, to Robert W. Orr & Assoc. Inc., N.Y., as vice president, account executive and plans board member.

Dan Rogers, account supervisor on Whitehall Pharmacal account, named vice president of Biow Co., N. Y. **Howard Connell,** Biow Co., to Hewitt, Ogilvy, Benson & Mather, N. Y., as vice president in charge of radio and television. He succeeds **Clinton Wheeler,** who is moving to Kenyon & Eckhardt, N. Y. [B•T, June 8].

Mr. Connell

Mr. Rogers

Fred Hellar, treasurer, **Helen A. Thomas,** radio timebuyer, and **M. Connie Larrick** named director, vice president and space buyer, respectively, of Street & Finney Inc., N. Y.

Orin E. Weir, head of Weir & Assoc., L. A. public relations firm, to Western Adv. Agency, that city, as vice president and publicity consultant.

Chet Mills, former vice president of Tim Morrow Adv. Agency, to Marvin Gordon & Assoc., as vice president and general agency manager.

Robert W. Boone and **Hugo Scheiber,** vice presidents, Abbott Kimball Co., L. A., elected to board of directors.

A. D. Reiwitch rejoins Bozell & Jacobs Inc., Chicago, as vice president.

Paul Corbin, production manager, KIEM Eureka, Calif., opens own advertising agency at 350 E St., that city, specializing in TV production and public relations.

William S. Robinson, formerly with Foote, Cone & Belding, named research director at Earle Ludgin & Co., Chicago.

Larry Huseby named director of radio and television for Howard R. Smith Adv. Agency, Tacoma, Wash.

Robert B. Owens Jr., vice president and account supervisor, Lennen & Newell Inc., N.Y.. has resigned.

Michael A. Davenport, formerly director of radio and TV for Hicks & Jorgenson (now Hicks & O'Donnel), L.A., named director of newly created TV dept. of Don Allen & Assoc., Portland, Ore.

Charles E. Weller, former executive director of Tri-State Advetrising, to Lamb & Keen, Phila., as account executive.

Don Mason, formerly of CKFH Toronto, appointed radio-TV director of Stewart-Bowman-Macpherson Ltd., Toronto.

Andrew Akamian, division manager for R. T. French Co. (Atlantis Sales Corp., Rochester, N. Y.), to Sidney Garfield & Assoc., S. F., as account executive.

Ken Burt, formerly of CHML Hamilton, appointed radio-TV director of Walsh Adv. Co. Ltd., Toronto.

William J. Schenck, associate production manager, Hanly, Hicks & Montgomery, N. Y., and

Dolph's Invention

WILLIAM B. DOLPH, executive vice president of WMT Cedar Rapids, Iowa, and executive of a group of radio enterprises, has turned inventor. He has been granted a patent (No. 2,638,980) for a switching device that permits conductors of a forum program to control microphones manually or automatically.

Networks are showing interest in the push-button device as demonstrated on a sound film. Other possible uses may develop. Mr. Dolph said the idea grew out of complaints from the audience that forum conductors failed to allocate time properly among speakers. When the device is operated automatically, it charges time to the one who shouts loudest.

William M. Cairns, traffic and production dept., Grey Adv., N. Y., to Lawrence C. Gumbinner Inc., also N. Y., in same capacities. **Robert T. Kempton,** assistant to creative vice president of Abbott Kimball Co., to Gumbinner Agency as art dept. business manager.

T. Wolfe Tone, production manager, Don Allen & Assoc., Portland, Ore., to Richard G. Montgomery & Assoc., that city, in same capacity.

Enid B. Voss to Blitz Adv., Portland, Ore., as space buyer and production manager.

Mervyn G. Oakner, account executive, Factor-Breyer Inc., L.A., to Anderson-McConnell Adv., that city, in same capacity.

Henry Slesar promoted from copy chief to creative director of Robert W. Orr & Assoc., N.Y.

Geoffrey Peters, formerly with Fitzgerald Adv. Agency, New Orleans, La., to Needham, Louis & Brorby, Chicago, as media analyst.

Arthur Karlan promoted to space buyer at Doherty, Clifford, Steers & Shenfield, N. Y.

Andrew C. Zipprich, Kenyon & Eckhardt, N.Y., to Grey Adv., N.Y., as space buyer.

Nancy G. Voelker to Beckman, Hamilton & Assoc., L. A., as copy chief.

Natalie Webb to Bostford, Constantine & Gardner, Portland, Ore., as copywriter.

Alice Givens, copy chief of Harold M. Mitchell Adv. Co., N. Y., to copy staff of Kal, Ehrlich & Merrick, Washington, D. C.

June Horne, *Woman's Day Magazine,* appointed home economist in charge of test kitchen at Paris & Peart, N.Y. **Alfred A. Lawton,** Whitehall Pharmacal, and **John M. Sharp,** Albert Frank-Guenther Law, to Paris & Peart, as assistant account executives. **Louis J. Nicolaus,** Alan Radcliff Co., to grocery merchandising dept. of agency.

Wesley A. Gilman, president, Lewis & Gilman Inc., Phila., presented with Frank B. Allen Memorial Award for outstanding service to physically handicapped in Philadelphia area.

Melvin J. Brorby, vice president of Needham, Louis & Brorby, Chicago, elected president of the Chicago Council on Foreign Relations for 1953-54 term.

Mac Roe, production manager, Hixson & Jorgensen Inc., L. A., elected president of Advertising Agency Production Men's Club in that city.

Stations

Harvey R. Young Jr., commercial manager of WHIO-AM-FM-TV Dayton, Ohio, appointed assistant to general manager.

Brad Crandall, formerly head of his own advertising agency in Kansas City, to WSM-TV Nashville, as production director.

Roger Walke appointed account executive at WBIG Greensboro, N. C.

Bob Norris, TV instructor at U. of Texas, **Sidney Smith,** KTBC-TV Austin, Tex., and **Bob Blaustone** named program director, film director and director, respectively, with KDUB-TV Lubbock, Tex.

Michael J. Cuneen Jr., formerly co-owner of WNLK Norwalk, Conn., named vice president and general manager of Delaware County Bcstg. Corp., operators of WDLA Walton, N. Y.

Alex Buchan, manager at WCCC Hartford, Conn., appointed manager of WEOL Elyria, Ohio.

Glover DeLaney, manager of WTHT Hartford, Conn., to head Gannett radio and TV chain, Rochester, N. Y.

Mr. Cuneen

R. Hill Carruth, sales executive with WBKB (TV) Chicago and KTTV (TV) Hollywood, appointed regional sales manager for KEYT (TV) Santa Barbara, Calif.

Arthur E. Gerbel Jr. has resigned as assistant general manager of KJR Seattle to become sales manager of Frayn Printing Co., Seattle.

Arnie Kapan, West Coast sales representative, *Charm Magazine,* to KNXT (TV) Hollywood, as account executive.

Douglas M. Holcomb, formerly U. of Scranton public relations dept., appointed promotion director of WGBI-AM-FM-TV Scranton, Pa.

Mr. Holcomb

Hal Dutch, chief announcer, **Norman McKinstry,** traffic supervisor, and **Zelma Shumate,** receptionist, promoted to program director, sales staff and traffic supervisor, respectively, at WLAM Lewiston, Me.

Pete Ward, disc jockey at WCCM Lawrence, Mass., appointed program director. **John Canty** named sports director; **Joyce Ward,** continuity chief, and **Tony Lupo,** disc jockey.

Edwin J. Lupman, announcer at WCSS Amsterdam, N. Y., appointed news director. **Sam Zurlo,** formerly with AFRS, to announcing staff of WCSS.

Frank Bignell, traffic manager at WTMJ Milwaukee, promoted to program manager.

Leif Jensen promoted to assistant program manager for WDRC-FM Hartford, Conn.

Anne Roberts, continuity director at WLWD (TV) Dayton, Ohio, appointed film director.

Robert Dunham appointed news director of KVOR Colorado Springs, replacing **Hal Bumpus,** who has resigned.

Marc H. Spinelli, former owner-manager,

TV NEWSREEL

AT WGN-TV Chicago luncheon honoring pianist Liberace (c) are (l to r): William McGuineas, comml. mgr., WGN-AM-TV; Hal Requa, adv. dir., Westgate-California Tuna Pkg. Co.; Liberace; Aaron R. Settle, Smith & Settle foods and allied products, and Ted Weber, WGNTV sls. mgr. Liberace's weekly program on WGN-TV is sponsored by Westgate Sun Harbor Co.

COMPARING tube used in present KEYL (TV) San Antonio transmitter with larger $2,000 tube to be used in KEYL's new 100 kw transmitter are (l to r): Bill Robb, prog. mgr.; George B. Storer Jr., mngng. dir., and William J. Jackson, chief eng.

KTVH-TV Hutchinson, Kan., affiliation with CBS-TV is signed by (l to r): Fritz Snyder, CBS-TV stn. rel. dir.; Mrs. Bess Wyse, bd. mbr. of KTVH-TV licensee, and Howard Peterson, KTVH-TV gen. mgr.

PATRIOTIC award to WBAL-TV Baltimore for its weekly *A Call to Arms,* featuring state servicemen and promoting blood appeals, is presented to Leslie H. Peard Jr., stn. mgr., from Col. James R. Hamilton, chief, Maryland Military Dist.

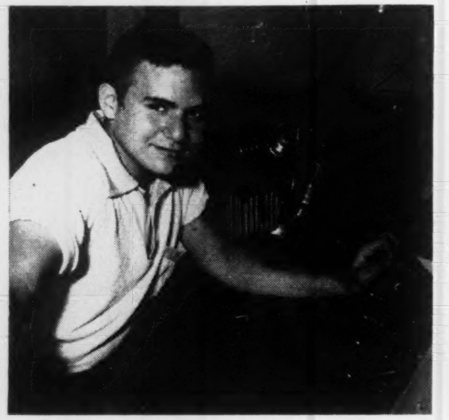
XUM

KMNS San Luis Obispo, Calif., to KECA-TV Los Angeles, promotion-publicity staff.

Bob Forbes, continuity acceptance, KTLA (TV) Hollywood, to handle sale and distribution of Paramount Video-Transcriptions for Paramount Television Productions Inc., that city. He succeeds **John Howell** who handled department from firm's N. Y. offices. **Joe Coffin,** director of sales research and development, to handle trade paper advertising at KTLA Hollywood.

Jerrold Marshall, sales staff at WGAT Utica, to sales staff of WKTV (TV), that city.

Stephen Rooney, Ziv Co., N. Y., to sales staff of WJAS Pittsburgh.



THESE radio veterans didn't wait for their futures. Teen-age Julian F. Hass Jr. spins platters for KAGH Crossett, Ark., and is billed as the state's youngest fulltime disc jockey, while 11-year-old Candy Lee of WDOK Cleveland, who is in her third year of broadcasting, is said to be the nation's youngest disc jockey.

Young Mr. Hass, a high school sophomore, conducts the daily 6-6:30 a.m. *Wake Up & Live* program on KAGH. His dad, Julian F. Hass Sr., is president and general manager of the station. Miss Lee's show, *Kiddie Korral,* is a Saturday event of WDOK. She manages it along with record dates and the sixth grade.

Arthur Olszyk named assistant radio news editor of WTMJ-AM-TV Milwaukee. **Gordon Krenn,** WIBA Madison, Wis., to news staff of WTMJ-AM-TV.

Charles E. Welsh, WLAY Muscle Shoals, Ala., to announcing staff of WSB Atlanta.

Bob Evans, chief announcer and program manager at WSSB Durham, N. C., to staff of WEVA-AM-FM Emporia, Va.

John Hoeft, Tom Chick, chief announcer at WCOD Richmond, and **Phil Gaines,** chief announcer at WRNF Gainesville, Fla., to WMAL-AM-TV Washington, as TV salesman, radio announcer and announcer, respectively.

Ben Cummings, production director of WMUU Greenville, S. C., to production staff of KWBU Corpus Christi, Tex.

Robert W. Stroh, program director at WCOG Greensboro, N. C., to WFMY-TV Greensboro, as member of station's announcing and production staff.

Barbara Priller to WIRE Indianapolis, Ind., as continuity writer, replacing **Betty Morton,** who has resigned.

Hoke Smith May, *Anderson Independent,* Anderson, S. C., to WCRS Greenwood, S. C., as news director. **Fred Heckman,** WESC Greenville, S. C., and **Gene Smith** also to WCRS, the latter as staff announcer.

Charlie Mitchell to announcing staff of WPTF Raleigh, N. C.

Laura Vernon, WRAW Reading, and **Dolores Roselli,** to traffic dept. of **KYW Philadelphia.**

Doug Pledger, program manager, KEAR San Mateo, Calif., to KNBC San Francisco under seven-year exclusive contract as disc m.c.-personality.

Raymond Owen named assistant chief engineer at WTVN (TV) Columbus, Ohio.

Red Jones, disc jockey at KVET Austin, Tex., to KTAE Taylor, Tex., in same capacity.

Emma Stewart to staff of WICC-AM-TV Bridgeport, Conn., as executive secretary.

Nancy Hoehle appointed record librarian of WJAS Pittsburgh.

Nancy McElrath to WIS Columbia, S. C., as music librarian.

Eunice Bentivoglio named assistant manager of transcription dept. and music librarian, WEEI Boston.

Melvin Rowe named senior newsroom editor of CBN St. John's, Newfoundland.

Paul W. Morency, vice president and general manager of WTIC Hartford, Conn., appointed chairman of state-wide Aid-to-Korea fund-raising campaign.

John D. Scheuer Jr., executive assistant to general manager of WFIL-AM-TV Philadelphia, appointed chairman of radio and television committee for 1953 Humanitarian Award Dinner of Deborah Sanatorium.

Conway Robinson, farm program director for WBAL-AM-TV Baltimore, nominated to receive honorary Maryland Farmer Degree from Future Farmers of America executive committee.

Rob Roy Ratliff, former news editor and announcer at WMBH Joplin, Mo., will receive Ph.D. from American U., Washington, D. C. Mr. Ratliff was singled out as nation's youngest news editor and announcer by B•T in 1943.

Dick Gravel, sales manager at WTAG Worcester, Mass., elected first vice president of Worcester Advertising Club.

C. W. McGibbon, director of station relations of CJAD Montreal, named director of Advertising and Sales Club of Montreal for 1953-54.

W. H. Pollard, owner of WBHP Huntsville, Ala., received plaque from Band Parents Club of Huntsville, on behalf of station, for raising money for Butler High School Band.

Max Leon, president of WDAS Philadelphia, received citation for his contribution to musical and cultural development of the community from City Managing Director **Robert K. Sawyer.**

Donald W. Thornburgh, president and general manager of WCAU Philadelphia, presented with award from Commandant of Fourth Naval District, in recognition of station's outstanding service to Naval Reserve and contribution to national defense.

Anne Holland, director of women's activities for WBAL-TV Baltimore's public affairs and information dept., presented with American National Red Cross Certificate of Appreciation for Red Cross "service faithfully performed."

Wallie Dunlap, director of TV operations at WICC-TV Bridgeport, Conn., father of boy, Wallace Erskine, June 1.

Don Stevens, WSB Atlanta announcer, father of girl, Cynthia Diane, May 28.

Jack W. Duffield, merchandise manager, KTTV (TV) Hollywood, father of boy, Scott, June 4.

Jerry Dee, writer-producer at WBBM Chicago, father of girl, Mary Hannah.

Bob McLaughlin, disc jockey, KLAC Hollywood, will marry singer **Jenny Barrett** June 27.

Jed Lew Riddell, technician, KLAC Hollywood, and Lois Wirthwein were married June 5.

Shell Stuart, director, KLAC-TV Hollywood, and **Arlen Allen Hurwitz,** actress, will be married July 12.

Networks

Paul A. Rosen, manager of program and talent procurement for DuMont TV Network, named an assistant to CBS-TV business affairs director **Merritt H. Coleman.**

Gerald Lamarche named director of radio programs of CBC at Montreal. **Robert Elie,** director of press and information at CBC Montreal, and **Marcel Provost** appointed assistant directors of television for CBC at Montreal.

Dan E. Cameron, manager of CBX Edmonton, to newly created post of Prairie regional program director of CBC at Winnipeg. **Dick Claringbull,** manager of administrative and personnel services at CBC Toronto, appointed manager of CBX Edmonton. He is succeeded at Toronto by **D. J. Van Bommel.**

Helen James named director of women's programs of CBC Toronto, succeeding **Elizabeth**

Long, who continues as advisor and consultant. Catherine **MacIver** named organizer of women's programs.

Sydney **Omarr,** U. P. reporter, to CBS Radio news staff, Hollywood, as summer replacement.

Fred **Rickey,** former executive producer of color TV for CBS and recently associate producer of "Cinerama," appointed executive producer-director of professional educational color TV for American Cancer Society.

Barbara **Britton** (Mrs. Eugene Czukor), star of CBS-TV *Mr. and Mrs. North,* mother of boy, Dwight, June 1.

Jeanne **Cagney,** fashion coordinator, MBS-Don Lee-KHJ-TV Hollywood *Queen for a Day,* married **Jack Morrision,** UCLA Theatre Arts department lecturer, June 6.

Manufacturing

Eugene **M. Keys,** executive vice president of Edwin L. Guthman Co., Chicago (independent coil manufacturer), appointed president.

Joseph **H. Moss Jr.,** director of distribution, Allen B. DuMont Laboratories Inc., to Hoffman Radio Corp., as eastern divisional sales manager, with headquarters in N. Y. **Willis O. Jackson** to firm, as southern divisional manager with offices in Dallas.

T. R. Mathews appointed assistant general sales manager of Raytheon Mfg. Co.'s television and radio div., Chicago. **James Butler** named Eastern regional sales manager.

Douglas F. Natter, Nesco Inc., named district sales manager for New England states by Hallicrafters Co., Chicago.

C. F. McGraw, Atlanta zone manager for radio and TV, promoted to product sales manager for radio of Crosley Div. of Avco Mfg. Corp.

Jim Brent, advertising manager of Pacific Mercury Sales Corp., L. A., has resigned to assume interest in Bent & Davis Machine Co., L. A.

James L. von Harz named assistant to board chairman of Oaks Mfg. Co., electronic parts manufacturer, and placed in charge of the firm's Elkhorn, Wis., plant.

Dr. William R. Burwell, president, Brush Electronics Co., and vice chairman, Clevite Corp., Cleveland, named to Stanford U. Research Institute board of directors.

Otto H. Schade, radio, TV and electronics engineer at RCA Victor tube dept., Camden, N. J., received honorary degree of doctor of engineering from Rensselaer Polytechnic Institute.

Representatives

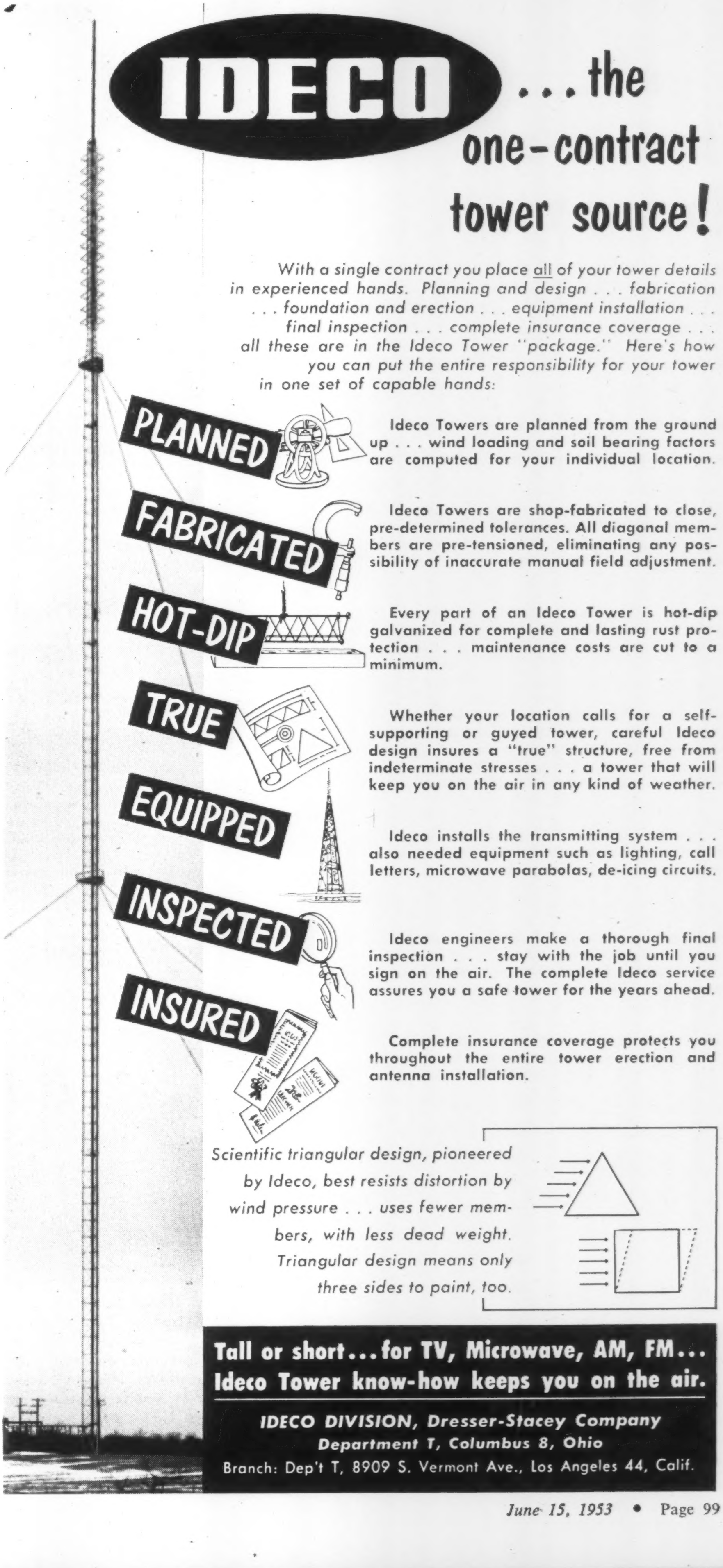
Roy D. Soderlind, account executive with Foote, Cone & Belding, L. A., to William G. Rambeau Co., as manager of new office at 607 Market St., S. F. Telephone is GArfield 1-0426.

Government

James B. Lowell, with FCC since 1935, has retired as chief of Accounting Compliance Branch in Telephone Division.

Personnel Relations

Allen Rivkin, Hollywood writer, named to handle public relations for Screen Writers Guild, that city.



IDECO ...the one-contract tower source!

With a single contract you place all of your tower details in experienced hands. Planning and design . . . fabrication . . . foundation and erection . . . equipment installation . . . final inspection . . . complete insurance coverage . . . all these are in the Ideco Tower "package." Here's how you can put the entire responsibility for your tower in one set of capable hands:

PLANNED Ideco Towers are planned from the ground up . . . wind loading and soil bearing factors are computed for your individual location.

FABRICATED Ideco Towers are shop-fabricated to close, pre-determined tolerances. All diagonal members are pre-tensioned, eliminating any possibility of inaccurate manual field adjustment.

HOT-DIP Every part of an Ideco Tower is hot-dip galvanized for complete and lasting rust protection . . . maintenance costs are cut to a minimum.

TRUE Whether your location calls for a self-supporting or guyed tower, careful Ideco design insures a "true" structure, free from indeterminate stresses . . . a tower that will keep you on the air in any kind of weather.

EQUIPPED Ideco installs the transmitting system . . . also needed equipment such as lighting, call letters, microwave parabolas, de-icing circuits.

INSPECTED Ideco engineers make a thorough final inspection . . . stay with the job until you sign on the air. The complete Ideco service assures you a safe tower for the years ahead.

INSURED Complete insurance coverage protects you throughout the entire tower erection and antenna installation.

Scientific triangular design, pioneered by Ideco, best resists distortion by wind pressure . . . uses fewer members, with less dead weight. Triangular design means only three sides to paint, too.

Tall or short...for TV, Microwave, AM, FM...
Ideco Tower know-how keeps you on the air.

IDECO DIVISION, Dresser-Stacey Company
Department T, Columbus 8, Ohio
Branch: Dep't T, 8909 S. Vermont Ave., Los Angeles 44, Calif.

KGNC Receives NAAN Award

FOR its service advertising in non-merchandising business publications which appear in B•T, KGNC-AM-TV Amarillo, Tex., was presented with an Award of Excellence in the 1953 Creative Competition of the National Advertising Agency Network at the group's 22nd annual conference in Colorado Springs, Colo., last week. The KGNC-AM-TV campaign appeared in B•T between Jan. 1, 1952, and March 31, 1953, and consisted of full page ads at intervals of about 30 days. The campaign was prepared for Tom Kritser, KGNC-AM-TV general manager, by Henry J. Kaufman & Assoc., Washington. Account executive is Jeff Abel, and the campaign was written by Ted Mandelstam, copy chief of HJK&A.

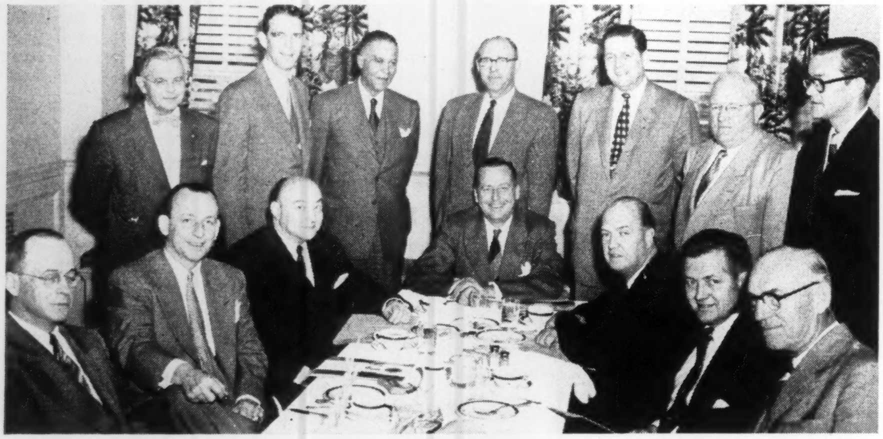
GOV. Arthur B. Langlie (l) of Washington presents Advertising and Sales Club of Seattle top award for national advertising campaign in under-$50,000 class to J. A. Morton, KJR Seattle general manager, who receives the award in behalf of the station. Announcing the event over a KOMO Seattle microphone is Peter Lyman, radio-TV director of Frederick E. Baker & Assoc. and club president.

CITATIONS for public service following the Waco, Tex., tornado May 11 are presented by Texas Assn. of Broadcasters to KWTX and WACO Waco and the Texas State Network [B•T., May 25]. L to r: M. N. (Buddy) Bostwick, KWTX general manager; Gene L. Cagle, president of TSN and president-general manager of KFJZ Fort Worth, TSN key station; R. Lee Glasgow, WACO general manager, and Boyd Kelly, TAB president.

PHILIP MERRYMAN (l), president and general manager of WICC-AM-TV Bridgeport, Conn., receives Crusade for Freedom award from Herman Steinkraus, president of the Bridgeport Brass Co. The same day Mr. Merryman received the Political Science Colloquimm award from the U. of Bridgeport.

VHF-TRANSMITTERS
RUSSELL ROWELL
SPEARMAN & ROBERSON
WASHINGTON D.C.

WINNER of 21-inch "Beverly" DuMont TV receiver shown in picture is attorney Russell Rowell (l) of Spearman & Roberson, Washington radio-TV law firm, for giving name Dyna-Dolly to Allen B. DuMont Labs' new camera dolly shown on placard next to model. The DuMont TV Transmitter Div. name contest was held during the NARTB Convention in Los Angeles.



WJR Detroit Advisory Board, to which the station gives credit for five public service awards received during the first three months of 1953, includes (l to r): Seated, Arthur Dondineau, Detroit superintendent of schools; Worth Kramer, WJR vice president-general manager; Leonard Simons, partner in Simons-Michelson Co. Adv. and president of Temple Beth El; John F. Patt, WJR and WGAR Cleveland president; Donald S. Leonard, Detroit police commissioner; F. Sibley Moore, WJR vice president; Ben R. Marsh, former board chairman of Michigan Bell Telephone Co.; standing, George Cushing, WJR vice president; Franklin C. Mitchell, WJR program director; John Dancy, executive secretary, Detroit Urban League; Rev. Robert M. Frehse, executive director, Detroit Round Table; Dale McIntyre, WJR public service director; Charles Figy, director, Michigan Dept. of Agriculture, and Ron Gamble, WJR special events director.

WFMY-TV Greensboro, N. C., wins an award from the National Board of Fire Underwriters for "outstanding public service in fire prevention." The citation is accepted by Gaines Kelley (r), WFMY-TV general manager, from Herbert Bailey, Greensboro Chamber of Commerce.

THE BIG HAT award for news reporting excellence goes to Sheldon W. Peterson (r), KLZ Denver news director, in ceremonies at the U. of Colorado. The prize is given by the U.'s student chapter of Sigma Delta Chi, honorary journalism fraternity, for what it considers the best job of reporting in Colorado during the year. Mr. Peterson's award, presented by Ken Olson, marks the first time a radio newsman has taken the honor.

RUSSELL G. WINNIE (l), assistant general manager for WTMJ-AM-TV Milwaukee is given The Journal Co.'s 25-year medallion honoring his service with the company. Walter J. Damm, general manager of The Journal Co.'s radio and television properties, presents the award.

Wilkins Wins Award For Vote Drive Work

SPECIAL award was presented Tuesday to Joseph P. Wilkins, president-general manager of KFBB Great Falls, Mont., for his role in originating the register-and-vote campaign conducted by radio and TV during the 1952 elections. Ralph W. Hardy, NARTB vice president who presented the award to Mr. Wilkins, said "Joe Wilkins set a terrific pace for the industry and sparked the imagination of his fellow workers."

Formal presentation was made at the weekly meeting of the Great Falls Lions Club. Mr. Wilkins is a past president of that organization.

WCEMA Awards Scholarships

WEST COAST Electronic Manufacturers Assn., Los Angeles, has awarded more than $6,000 in scholarships to students to start or continue studies in electronic engineering or allied branches of technical work. The scholarships have been divided between eight institutions: Calif. Institute of Technology, Stanford U., U. of Washington, UC at Berkeley, UC at Los Angeles, USC, Oregon State and U. of Santa Clara.

FCC Awards Certificates For Study Under Point IV

CERTIFICATES of merit for completing study in telecommunications sponsored by the FCC under the government's Point IV program, were presented June 3 by Chairman Rosel H. Hyde to Messrs. Indra Kumar Gupta, V. Gopalan Nair and R. Seshasayee, India government officials of the Posts and Telegraphs Dept.

These bring to thirteen the number of nationals who have completed the program. Six are from India, six from Pakistan and one from the Republic of Honduras.

From All Over Kansas

Mr. John Doe
Radio Station WIBW
Topeka, Kansas

LETTERS ARE LISTENERS

WIBW's mail room is just about the busiest place in the station. Our listeners are the writin'est folks you ever saw. We're glad because when they write, we *know* they listen.

CASH IS CONFIDENCE

In just one year, WIBW listeners mailed us $205,062.71 for direct purchases or premium redemption. That means they have confidence in what WIBW says.

WIBW GIVES YOU BOTH

For mass AUDIENCE and mass ACTION, use WIBW—the station that's listened to most by the folks with the most money to spend*—the Kansas Farm Families.

**Kansas Radio Audience '52*

WIBW
Serving and Selling
"THE MAGIC CIRCLE"
Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN
NEBR. KANS. OKLA. ARK.
CBS RADIO
TOPEKA, KANSAS

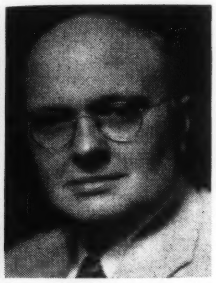
Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

XUM

JANSKY & BAILEY INCORPORATES

Washington consulting engineering firm, which is 23-years-old, became a corporation June 1. It has grown from two principals and one office worker in 1930 to a staff of 60.

Mr. Bailey



Mr. Jansky

INCORPORATION of the 23-year-old Washington consulting engineering firm of Jansky & Bailey as of June 1 was announced last week.

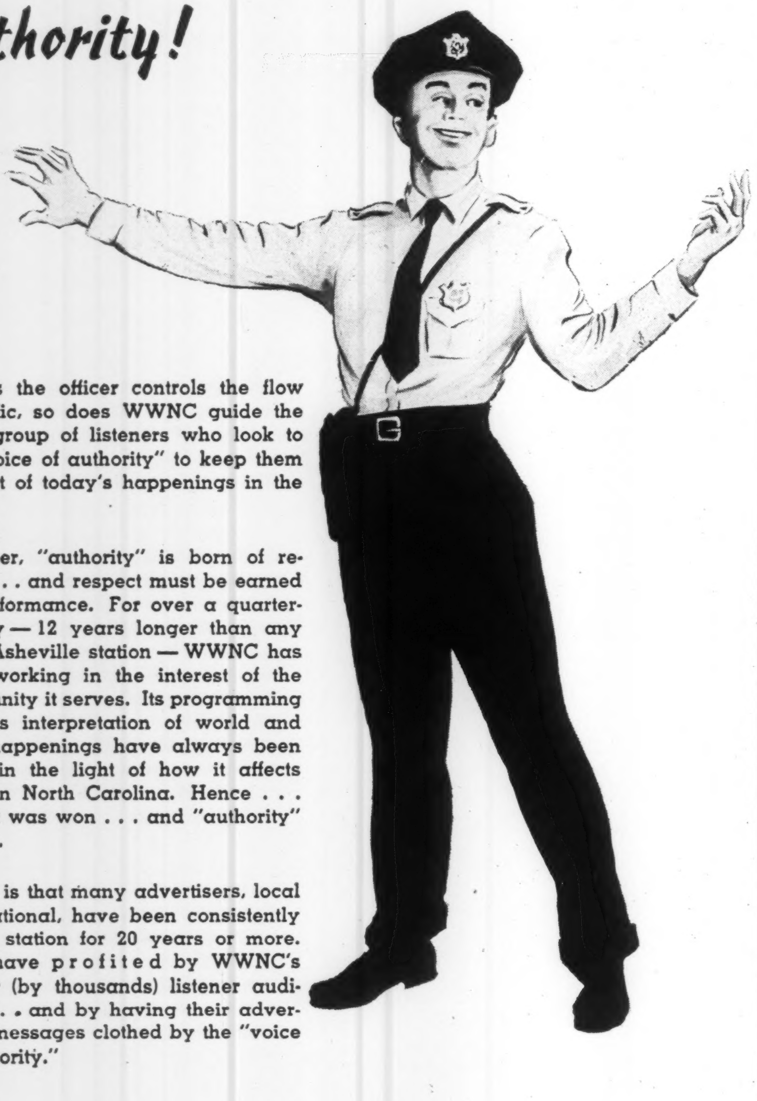
C. M. Jansky Jr., 1934 president of the Institute of Radio Engineers and 1948 and 1949 president of the Assn. of Federal Communication Consulting Engineers, is chairman of Jansky & Bailey Inc. Stuart L. Bailey, 1949 IRE president, is president of the new firm, while Harold D. Kube is secretary.

Executive offices continue at the National Press Bldg., and engineering offices and laboratory at 1339 Wisconsin Ave.

Mr. Jansky is a 1919 engineering graduate of the U. of Wisconsin and was an associate engineering professor at the U. of Minnesota from 1920 to 1928 when he began private consulting practice. Mr. Bailey is a 1928 engineering graduate of the U. of Minnesota.

The partnership was begun in 1930, with the two principals and one office worker; today it employs 60 people. In addition to the two principals, the following comprise the senior engineers: Delmer C. Ports, in charge of applied research and development; Oscar Reed in charge of broadcast allocations and systems; Frank Mitchell, in charge of product testing, and Jack Renner, in charge of non-broadcast allocations and systems.

Because of a provision in its by-laws, AFCCE charter members Jansky and Bailey have had to resign. AFCCE accepts only individuals and unincorporated companies.



SPOKEN WITH THE VOICE OF

Authority!

Just as the officer controls the flow of traffic, so does WWNC guide the huge group of listeners who look to the "voice of authority" to keep them abreast of today's happenings in the world.

However, "authority" is born of respect . . . and respect must be earned by performance. For over a quarter-century — 12 years longer than any other Asheville station — WWNC has been working in the interest of the community it serves. Its programming . . . its interpretation of world and local happenings have always been given in the light of how it affects Western North Carolina. Hence . . . respect was won . . . and "authority" follows.

Thus it is that many advertisers, local and national, have been consistently on the station for 20 years or more. They have profited by WWNC's greater (by thousands) listener audience . . . and by having their advertising messages clothed by the "voice of authority."

CBS 5000 WATTS WWNC DAY AND NIGHT CBS

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C. REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

Strong Opens Law Office

COL. GEORGE E. STRONG, former chairman of the Wage Stabilization Board's Region 4 (District of Columbia, Virginia, Maryland, North Carolina) announced his resumption of private law practice last week. He has opened his office in Suite 430 Washington Bldg., Washington, D. C. (NAtional 8-2880). During the 1920's, Col. Strong was special assistant to the attorney general and handled some of the radio matters for the Commerce Dept.'s radio service. He went into private practice in 1926 and handled cases before the Federal Radio Commission and the FCC. In 1941, he went on duty with the Air Force. In 1946, he returned to civilian law practice. He was named chairman of WSB Region 4 in 1951 and served in that capacity until last April when that agency was abolished.

Publicists Name Compton

WALTER COMPTON, RKO, has been elected president of the Publicists Guild, Hollywood, succeeding Dan Thomas, Universal-International. Other officers are Stan Margulies, 20th Century-Fox, vice president; Dick Carter, independent, treasurer, and Esme Chandlee, M-G-M, secretary. Carroll Nye, CBS-TV, and Mr. Thomas were named trustees.

AEF's Free Offer

AMERICAN Economic Foundation announces it is offering free to editors, columnists and commentators its monthly editorials and pamphlets and reprints of selected speeches and articles, all dealing with economics. Address: D. B. Clark, Secretary, American Economics Foundation, 295 Madison Ave., New York 17.

Small-World Department

A EUROPEAN trip is turning up some heretofore unknown data for Ray V. Hamilton of Blackburn-Hamilton Co., media brokerage firm. On a recent visit to Scotland, Mr. Hamilton took an automobile trip to Glasgow. On the way he passed through two small towns located quite close together in which he was probably more interested than the average tourist. The first town was Blackburn; the second was Hamilton!

BULL-IEVE IT OR NOT!

GATES AMPLIFIER TANGLES WITH BULL

PROVES DURABLE

RADIO STATION KROX
Crookston, Minnesota

Gates Radio Co.
Quincy, Illinois

Gentlemen:

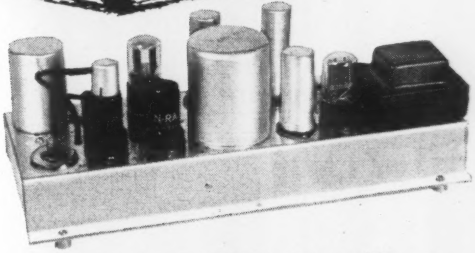
We are, at this time, using 7 of your SA-134 remote amplifiers every day and have found them very reliable. One of them got a test the other day that should convince anyone of their mechanical durability. We were broadcasting an auction sale of farm animals when a bull broke loose from the pen. Our announcer, who abandoned the equipment to save his own measly hide, jumped out of the booth only to be replaced by 1400 pounds of disgruntled beef. In his passage through the booth the bull juggled the SA-134 with his feet and then fled out of the door dragging the remote by the mike cable. When the engineer rescued the remote and scraped off the bull s--ouvenirs he found that only one tube and a condenser retaining ring were damaged.

Just thought you would like to know.

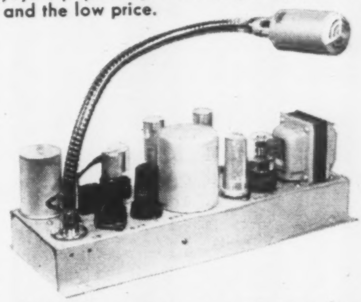
Yours very truly,

William J. Kiewel

William J. Kiewel
Manager



We knew the GATES SA-134 amplifier was durable, but it remained for KROX to prove how durable! Actually we don't recommend such rough usage — but as a dependable, general purpose amplifier, for use as a remote amplifier, turn table pre-amplifier, microphone amplifier, repeater amplifier or program amplifier, the GATES SA-134 at the low selling price of $75 with tubes is truly an outstanding value! Apparently others believe so, too, since, it enjoys a popularity warranting mass production and the low price.



Gates Announco-mote; consists of a Gates SA-134 amplifier, Salt Shaker style Dynamic microphone, goose neck and plugs attached. No microphone cords to break, no stand to worry about. Complete with tubes $135.00.

GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas ● Warner Building, Washington, D. C. ● International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

BEST!...

LOUISIANA PURCHASE
—SINCE 1803

WMRY, New Orleans' Negro Market Station

Based on latest morning Pulse and published announcement rates, you pay less, far less, per percentage of listeners, with WMRY.

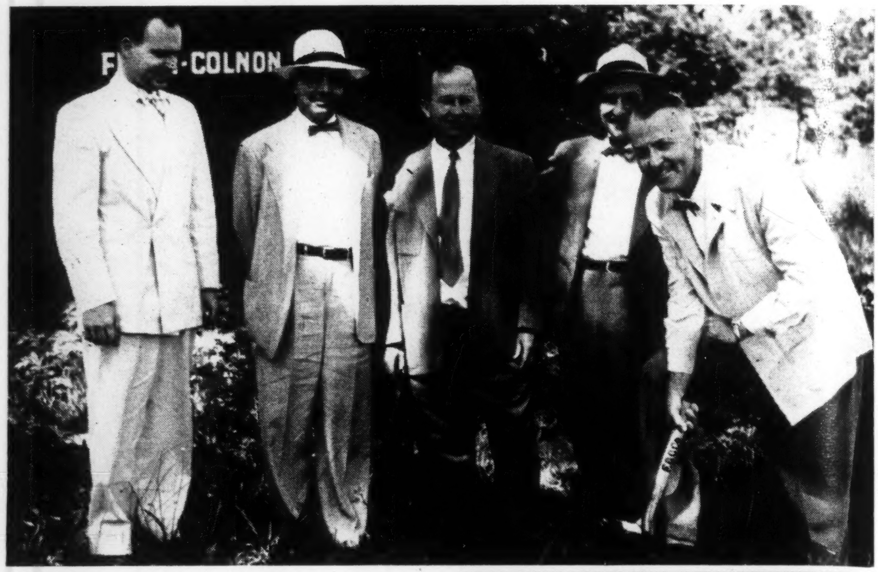
STATION	% OF LISTENERS	COST PER % LISTENERS
WMRY (Ind)	**12**	**44c**
Station A (Net)	28	$1.07
" B "	12	$1.17
" C "	11	$1.09
" D "	11	$1.27
" E (Ind)	8	$0.66
" F "	3	$1.87
" G "	4	$1.05
" H "	3	$1.63
" I "	4	$1.05

600KC "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

Gill-Perna, Inc.—Nat'l Rep.



WILLIAM E. WARE, president of KSTM-TV St. Louis, uhf Ch. 36, turns the first shovel of dirt at ground-breaking ceremonies last week. Supervising Mr. Ware's earth moving activities are (l to r): Ward Fickie, Chester Merritt, William Biggs and O. D. Guth Jr. The new station will begin programming Sept. 1 if a St. Louis construction workers' strike is settled soon. The building, located at 6000 Berthold Ave., will house studios as well as sales and executive offices and will provide 14,000 sq. feet of space. Cost is estimated at $750,000, Mr. Ware said. Fruin-Colnon, architects and contractors, are in charge of construction. The station will be an ABC-TV affiliate.

TODAY (Monday) is KQV-CBS Day in Pittsburgh, and the proclamation making it so is signed by Mayor David L. Lawrence with onlookers (l to r) James F. Murray, KQV manager; Irwin D. Wolf, vice president, and Lee W. Eckels, secretary-treasurer, Allegheny Broadcasting Corp. The day celebrates KQV's joining CBS Radio. Guests for the observance are to include CBS President Frank Stanton; Howard S. Meighan, CBS vice president; and J. Kelly Smith, administrative vice president, CBS Radio.

PRESENT for WSAZ Huntington TV clinic last month were (l to r): Seated, Lawrence H. Rogers, WSAZ Inc. vice president-general manager; Mrs. George H. Clinton, and Col. J. H. Long, president of Huntington Publishing Co., 89% owner of WSAZ Inc.; standing, Raymond O'Connell, NBC station relations; George H. Clinton, vice president-general manager, WPAR Parkersburg, and NARTB 3d District director; John M. Boylan, CBS station relations, and Walker Long, Huntington Publishing general manager.

DUAL celebration of the 25th anniversary of *American Forum of the Air*, NBC simulcast feature, and the 22d wedding anniversary of its founder are observed at an NBC reception in Washington. L to r, FCC Comr. Paul Walker; Theodore Granik, founder of the show; his wife, Mrs. Hanna Granik; FCC Comr. George Sterling, and Carleton D. Smith, vice president-general manager of NBC Washington o & o outlets, WNBW (TV) and WRC.

KOLN-AM-TV Lincoln, Neb., holds open house to celebrate 103 days of operation in its new headquarters. General Manager Harold E. Anderson (l) and David Andrews, public relations director, greet the 2,000th visitor, Mrs. Minnie I. Wood. The three-hour event drew a crowd of 2,500.

►FOURTH anniversary of WHAM-TV Rochester, N. Y., was celebrated June 11 by the station, urging 80,000 blood donors to "come back, and bring a friend." More than eight hours of time were devoted to the blood program. A nine-bed blood recruitment unit was set up on the stage of WHAM-TV's large studio, and 250 donors gave blood there between 9 a.m. and 7 p.m. In the evening a live telecast from one of Rochester's hospitals was shown. William Fay, station manager, said the blood recruitment drive was selected to exemplify television's public service role.

►A GILDED recording of the 1,000th broadcast of *The Ohio Story*, an historical series on WGAR Cleveland, has been presented to John A. Greene, president of the Ohio Bell Telephone Co., sponsor of the broadcasts, by John F. Patt, WGAR president. Presentation was at a party given for the principals in *The Ohio Story*.

► WNHC-TV New Haven celebrated its fifth anniversary on the air on June 8. Patrick J. Goode, president of the station, reported that the number of employes has grown from 20 in 1948 to more than 100.

Height means reach in TV, too!

. . . and reach means people.

Two-thirds of a million persons live in KSL-TV's booming Intermountain coverage area. These people annually earn — and spend — nearly a billion dollars.

TV circulation is mushrooming, too. Over 125,000 sets are now in the KSL-TV area, which extends into four great western states.

Get details from CBS-TV Spot Sales, or

KSL-TV *Serving Intermountain America*

*sources upon request

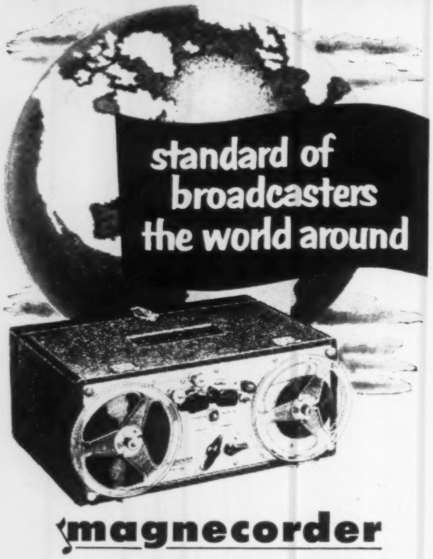
XUM

WLW-A

Atlanta's only TV station with C.S.D.*

Buy where you get the most!

*CLIENT SERVICE DEPARTMENT



magnecorder

THE PROFESSIONAL TAPE RECORDER

- Unexcelled realistic brilliance and high fidelity.
- Preferred by radio engineers 3 to 1 for broadcasting.
- Frequency response flat from 50 — 15,000 cps ± 2 db.
- Conversion kits quickly adapt your equipment for all special purposes.

For demonstration, see your Classified Telephone Directory under "Recorders," or write

Magnecord, INC.
Dept. B-6A • 225 West Ohio Street
Chicago 10, Illinois

LICENSES ISSUED TWO TV OUTLETS AT RIMOUSKI AND REGINA

The stations, both independents, were approved by the CBC board meeting in Ottawa, while two applications for radio outlets have been recommended for licensing. Six TV bids were deferred for further study.

CANADA

TWO MORE independent TV stations have been licensed in Canada, and two more AM stations were recommended for licensing by the board of governors of the Canadian Broadcasting Corp. at its May 28th meeting at Ottawa. Six applications for TV stations in four cities were deferred for further study and to allow other applicants to complete their applications.

Approved are TV stations at Rimouski, Que., to Lower St. Lawrence Radio Inc., operating CJBR Rimouski on Ch. 3, and to CKCK Regina, Sask., Ch. 2. Deferred was the application at Calgary, three at Edmonton, one at Kitchener and one at Saskatoon.

New AM stations are Radio Lac St. Jean Ltd., at St. Joseph d'Alma, Que., with 1 kw on 1270 kc, and La Bonne Chanson Inc., at Montreal, with 5 kw on 1280 kc. The latter was licensed on an understanding that it maintain the special type of cultural broadcasts it had promised. Board stated "it would not be disposed to view with favor a change in the type of operation or request to transfer ownership or control after the station is in operation."

Power increases were approved for CKRD Red Deer from 250 watts to 1 kw on 850 kc; CHRL Roberval, Que., from 250 watts to 1 kw from 1230 kc to 910 kc, provided there is no interference with CBO Ottawa, which will increase its power to 5 kw, and CHVC Niagara Falls, from 1 kw to 5 kw on 1600 kc.

Share transfers for nine stations were approved and two Canadian Army stations were recommended for changes in frequency.

CBC Raises TV Rates In New Rate Card

CANADA

TV NETWORK rate card has been issued by Canadian Broadcasting Corp. covering CBLT (TV) Toronto, CBOT (TV) Ottawa and CBFT (TV) Montreal. This is the third rate card issued since Canadian TV started last September. It was issued because of the addition of CBOT (TV) Ottawa, and the opening of a microwave network linking the three cities where Canadian TV stations now are in operation. Network discount of 10% on station time rates are given when all three stations carry the same program.

Rates start at $750 an hour on CBLT Toronto, $150 an hour on CBOT Ottawa and $375 an hour on CBFT Montreal, for Class A time, 6-11 p.m. Monday through Friday, 1-11 p.m. Saturday and Sunday. Class B time starts at $450 an hour on CBLH, $90 an hour on CBOT, and $225 an hour on CBFT. Microwave link charges start at $150 an hour, Buffalo to Toronto, $100 an hour from Toronto to Ottawa, and Ottawa to Montreal.

Canadian TV Set Sales

CANADA

TOTAL of 94,136 television receivers was sold during the first four months of 1953 in Canada, according to the report of the Radio-Television Mfrs. Assn. of Canada. During the month of April 20,307 sets were sold, valued at $9,250,696, of which 11,952 were sold in southern Ontario, 6,618 in the Montreal area, 1,560 in Vancouver and Victoria area on the West Coast, and the rest throughout the western and Atlantic coast provinces.

Advertising on Agenda At Librarians' Convention

CANADA

VARIOUS phases of advertising will be discussed by Canadian and American representatives from that field as well as from radio, TV, publishing and business industries before the Advertising Div. at the annual international convention of the Special Libraries Assn. in the Royal York Hotel in Toronto, June 21-25. More than 1,500 librarians are expected to attend the five-day convention.

Officers of the Advertising Division include: Florence Armstrong, Ross Roy Inc., Detroit, chairman; Vera Halloran, J. M. Mathes Inc., N. Y., vice-chairman; Elizabeth Boutinon, McKinsey & Co., N. Y., secretary, and Hazel Conway, Dancer-Fitzgerald-Sample, N. Y., treasurer. Jean Newman, Lever Bros. Ltd., Toronto, is convention chairman.

Don Henshaw, senior account executive at MacLaren Advertising Co., will speak June 24 at a morning session on "The Golden Gimmick." A. Davidson Dunton, chairman of the board of governors of CBC, will address a June 24 banquet meeting.

WAPA Staff Reorganized Under New Expansion

PUERTO RICO

REORGANIZATION of the executive staff for WAPA San Juan, P. R., has been announced by José Ramon Quinones, president, who states that the shifts were necessitated by expansion of broadcast facilities. The new lineup:

Mr. Quinones, general manager; José E. Franco, assistant general manager; Emilio H. Medrano, program director; Raul Delgado Cue, production manager; José Arzuaga, chief engineer; Segismundo Quinones, commercial manager; Carmen Rosa Vidal, promotion and sales; Antonio Vélez, personnel director, and Paquita C. Figueroa, traffic department. U. S. and Canadian representatives: Melchor Guzman Co., New York.

Central American Agency Network Formed

CENTRAL AMERICA

FORMATION of the first network of advertising agencies in Central America and Panama, under the name of Publicistas Centro Americanos Asociados (PCA) was reported last week by Louis G. Dillon, president of Dillon-Cousins & Assoc., New York, export advertising firm.

The network was set up at a conference in Tegucigalpa Honduras, attended by the following agency owners: Muriel I. Mykland, Panama; Mrs. Stella Molina, Guatemala; Antonio Diaz, El Salvador; Mrs. Eva Galindo, Honduras; M. D. Morales, Nicaragua, and Tomas Aguilar Alvarado, Costa Rica.

Mr. Dillon, who attended the conference as a special guest, will serve as U. S. business representative of the advertising group.

PCA is designed to promote uniform standards of service as a group for advertisers in that area, with emphasis on accounts from abroad. It will attempt to develop closer relationships between members by exchanging media and market information and mutual aids in production matters and effecting agreement upon agency standards and practices.

WKAQ-TV Buys From GE

PUERTO RICO

NEARLY $500,000 worth of General Electric equipment for Puerto Rico's first television station, WKAQ-TV San Juan, is expected to be shipped in about four months, E. C. Givens, vice president of International General Electric Co., has announced. The equipment was purchased by Angel Ramos, owner-president of *El Mundo* and Radio El Mundo in San Juan. The new station, which will operate on vhf Ch. 2 from a 1,750-ft. transmitter, is expected to go on the air early next year.

Free Time for Campaigning Defined by CBC

CANADA

PREPARATIONS for radio coverage of a Canadian federal election are being made by the Canadian Broadcasting Corp., which has announced changes in its regulations for free time for political election broadcasts. Free time will be allotted to the four parties with representatives in the Canadian Parliament on a mutually agreed basis. New parties will also be allotted time on the CBC network. The Labor-Progressive Party (Communist) will not have any free time except after nomination day, which varies from 14 to 28 days before the election. National parties must have at least 66 candidates in at least three provinces to qualify for such free time. Date for the election has not been set. In the last election CBC allocated 18 hours of free network time for political broadcasts.

TAPE DUPLICATION GOES INTO "MASS PRODUCTION"

with the NEW AMPEX Tape Duplicator

Whether you need thousands—or just a few at a time, high fidelity duplicate tapes can now be produced at a cost comparable to disc recordings. The extraordinary fidelity inherent in a good master tape is retained in the duplicates to as high a degree as a sensitive ear can discern. The AMPEX Tape Duplicator is easy to set up, simple to operate and produces up to 80 hours of duplicate performance in 15 minutes operating time.

Duplicate tapes open new opportunities

RADIO BROADCASTING—"Tape networks" and programming services become practical supplements or alternatives to line networks.

BACKGROUND MUSIC—Tape becomes the best medium for background music in that it provides higher fidelity, longer playing and lower attendance costs.

RECORD MANUFACTURE—With mass duplication of tapes now feasible, all performances currently sold on Lp records can also be offered on tape.

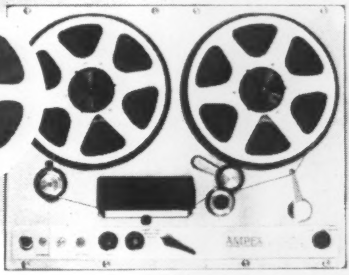
EDUCATION—Systemwide duplication and distribution of educational tapes, music and outstanding school performances becomes practical.

COMMERCIAL DUPLICATING SERVICES—With this efficient equipment now available, excellent business opportunities exist in setting up tape duplication services.

Features of the AMPEX Tape Duplicator

- One to ten simultaneous duplicates (slave recorders can be purchased one at a time as needed)
- Time saving speedup during duplication (as much as 32 to 1)
- *15,000 cycle response on 7½ in/sec. duplicates
- *45 to 50 db signal-to-noise ratio
- Duplicate tapes of any standard speed from any master
- Single or double track duplicates in one pass
- Any standard reel sizes up to 14-inch
- Centralized pushbutton controls

*From master tapes of suitable quality.



AMPEX
MAGNETIC RECORDERS

Write Today for further information; Dept. D, 1204B

AMPEX ELECTRIC CORPORATION
934 Charter Street, Redwood City, California
Distributors in principal cities

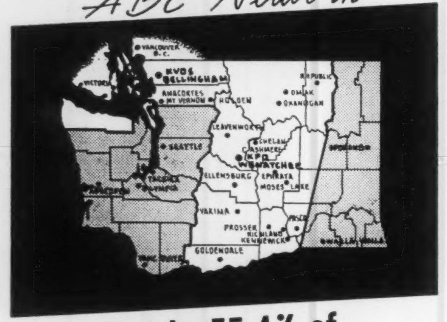
KVOS-TV CHANNEL 12

Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.

KVOS 1000 WATTS 790 K C

KPQ 5000 WATTS 560 K C

ABC Network



Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME

Represented by
Robert Meeker Assoc., Inc.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB
TORONTO
50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES
United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

INTERNATIONAL

Canada Sets-in-Use Listed by Elliott-Haynes

CANADA

FIRST of the 1953 Elliott-Haynes Ltd. triannual reports on sets-in-use in major Canadian cities shows an average 30.6% of sets in the areas were in use from January through April. The report covers Montreal, Toronto, Winnipeg and Vancouver, and is broken down on an hourly basis from 9 a.m. to 9 p.m. for daytime and evening programs for each day of the week. For the four months the averages for the full day were 31.3% in January, 31.2% in February, 30.7% in March, and 29.5% in April. Daytime overall average was 26.7%, evening average, 38.9%.

Canadian RCA Orders

CANADA

FIRST TWO orders for TV transmitters by Canadian independent stations have been placed with RCA Victor Ltd., Toronto, to equip CFPL-TV London and Niagara Television Ltd., Hamilton. CFPL-TV will use Ch. 10, and Niagara Television Ltd. (call letters unassigned) has been assigned vhf Ch. 13. It is believed there will be a change to vhf Ch. 11 for Hamilton, but this has not been announced officially.

It is understood that other TV licensees among private stations expect to place definite orders for transmitter equipment at an early date, in order to be on the air early in 1954. Both London and Hamilton stations expect to be on the air before Christmas.

Ham Radio Limits Outlined

EIGHT foreign governments forbid amateur radio operators in their countries to communicate with outside stations. FCC has reminded U. S. amateurs that the International Telecommunications Convention's radio regulations provide that ham operators must respect the wishes of those governments.

The countries which forbid intercommunication are Austria, Cambodia, Indonesia, Iran (all amateur operation forbidden), Korea, Laos, Thailand and Viet Nam. Australian amateurs may conduct radio communication for purely experimental purposes. Amateur service has not been organized in Jordan and Roumania.

EDUCATION

Educators Stress TV's Potential

POTENTIALITIES of television as an educational medium were stressed by Dr. William Jansen, superintendent of New York City Public Schools, on a special program over WPIX (TV) New York Thursday, 9-9:30 p.m. EDT.

Mr. Jansen paid tribute to the WPIX (TV) *Living Blackboard* series on the completion of its second year of regular high school instruction for homebound students. He pointed out that many subjects were offered on the programs and declared that "television has some special advantage to offer in making teaching effective" in each subject area.

Television's attributes praised by Mr. Jansen were the medium's "vitalization of subject matter," clarity of presentation and ability to "walk right in where you are." He said that these qualities have made "parents, principals, teachers and administrators, like myself, increasingly aware of the new medium now at our disposal."

"We're grateful for the opportunity of experimenting in the production of educational television programs here on WPIX (TV)," Dr. Jansen continued. "We're especially grateful for the chance to bring the classroom to the high school boys and girls, who do their studying with teachers in their homes. For them, television has been an-

Sen. Butler's Remarks

SEN. JOHN M. BUTLER (R-Md.) is on record opposed to the building and operation of educational TV stations which would "constitute an unnecessary drain on public funds" but in favor of private financing of the stations. He also fears that educational licenses granted in some areas would prolong or maintain a commercial monopoly created by an already limited commercial operation. In his statement, printed in the June 3 *Congressional Record*, the senator commended Baltimore TV stations WAAM, WBAL-TV and WMAR-TV for "outstanding" achievements in education, stressing the cooperation with educational institutions, particularly during a two-week school strike.

the cornerstone of every advertising campaign in New Haven and New England

TV WNHC FM

WNHC RADIO NBC

represented by the Katz Agency

other 'teacher' and one that was much appreciated."

Others who appeared on the program, which was called *TV Report to Citizens*, were James F. MacAndrew, director of broadcasting for the New York Board of Education; Miss Grace Lee, director of the bureau for the physically handicapped; Mrs. Dorothy Klock, producer of the *Living Blackboard* series, and six handicapped high school students.

TCA Kit Stresses Radio As Tool to Education

TECHNICAL Cooperation Administration (Point IV), Washington, D. C., has assembled a kit of references and manual material, dealing with the utilization of radio as an educational tool, for distribution in some 35 countries.

The kit covers fields of health, sanitation, agriculture, community development and industrial relations. TCA is seeking examples of such material developed by radio-TV stations, industry and social and religious groups.

Groups which have produced such material are requested to contact Radio-TV Information Officer, Program Information and Reports Staff, TCA, Washington 25, D. C.

Hennock Lauds Educ. TV At KUHT (TV) Dedication

TELEVISION was described as "the most influential conduit of custom and opinion that has ever been known" by FCC Comr. Frieda B. Hennock last Monday in an address during dedication ceremonies of KUHT (TV) Houston, the nation's first noncommercial educational TV outlet on the air.

She called the vhf Ch. 8 outlet, licensed to the U. of Houston and the Houston Independent School District, the keystone upon which the whole of the U. S. educational TV system will be built.

Declaring education "missed the boat" on AM radio facilities, but later was recognized when approximately 100 educational FM channels were granted, Miss Hennock told listeners the FCC has granted 17 construction permits for educational TV and has 30 more on file.

Educational TV Bills Shelved in Pennsylvania

ADMINISTRATION bills to set up a state educational television network of four stations in Pennsylvania have been shelved by the Senate in Harrisburg.

Without a dissenting vote, senators agreed to place the bills on the second reading postponed calendar.

"There is little sentiment in the Senate for the bills," said Majority Leader Rowland B. Mahany. "I don't think there will be any action on the measures this session."

The turndown came in the face of Gov. Fine's repeated demands for approval so the state will not lose four educational TV channels allocated by the FCC at Philadelphia, Pittsburgh, Erie and State College.

Mr. Mahany said much of the lack of enthusiasm for the television program was due to the money involved.

A Department of Public Instruction spokesman fixed the construction costs of six stations at $4,868,800 and annual operating cost at $1,900,000. The governor's committee on educational television had recommeded a six-station network, including stations at Wilkes-Barre and York.

CETA Forwards Bid For Educ. vhf Ch. 11

APPLICATION by the Chicago Educational Television Assn. for vhf Ch. 11 was forwarded to the FCC a fortnight ago, according to Edward L. Ryerson, CETA president. He said that $500,000 of the necessary $1,100,000 has been pledged thus far, and that the deadline on the local fund-raising drive has been extended indefinitely.

Mr. Ryerson said the $500,000 would be shown in the FCC application and that he has been advised by the Commission that reservations for educational TV channels would be continued "for some time" beyond June 2. Station plans to be on the air within eight months after FCC grants the license.

NBC-Northwestern U. Set Radio-TV Institute

For the 12th year, NBC cooperates with the University on this six-week project

PLANS for the 12th annual NBC-Northwestern U. Radio-Television Institute, to be held in the network's Chicago studios for six weeks beginning June 22, were announced last week.

The full-time training session will be divided into two parts—radio and TV—with professional broadcasters handling teaching assignments. Others to participate from time to time include station managers, agency representatives, writers and research experts. Stu-

Nationally Honored

HELENE DILGER

Winner U. S. Department of Agriculture
Award for Superior Service

NOW CONDUCTS "TODAY'S COOKING"

Homemaker's program—Today's Cooking—10:00-10:30 a.m., Monday through Friday, has proved such a big-time telecast that WOC-TV proudly announces appointment of a big-time home economist, Helene Dilger, as conductor of this series.

Helene Dilger has been a home economist for 24 years. She is winner of many awards including:

1. In May, 1950, the U. S. Department of Agriculture honored her with a certificate for superior service in home economics extension work,
2. In 1946, the Iowa Home Demonstration Agents Association named her the outstanding Iowa home economist of the year.

Miss Dilger knows how to help housewives plan interesting and appetizing meals . . . her years in food demonstration work enable her to show an advertiser's product to its best advantage. She has learned her sales technique through years of talking before women's groups . . . and her telecasts are both friendly and authoritative.

Helene Dilger brings NEW selling punch to "Today's Cooking"—a series that has already proved itself as a good sales vehicle. For further facts about "Today's Cooking," and Helene Dilger, see your nearest F & P man, or write us direct.

FREE & PETERS, INC.
Exclusive National Representatives

WOC-TV
Channel 5

The Quint Cities
COL. B. J. PALMER, *President*
ERNEST C. SANDERS,
Resident Manager
Davenport, Iowa

dents are selected from applicants with some professional experience.

Among network instructors are Ben Park, NBC Chicago network program director; George Heinemann, program director at WMAQ WNBQ (TV) Chicago; Don Meier, WNBQ production director (all TV sessions); and Homer Heck, WMAQ-WNBQ production manager, and Ralph Knowles, WMAQ production director, for radio.

Northwestern U. Survey Polls Radio, TV at Bottom

JOURNALISM students at Northwestern U., Evanston, Ill., are underselling radio and television, according to their own readership surveys which rank newspapers as the top advertising medium.

It has been reported that Dr. Charles Allen, assistant dean of the Medill School of Journalism and director of research, is compiling statistics gleaned from four women readership surveys taken last year and reported extensively in *Editor & Publisher* last January.

The student surveys purport to show that the housewife turns to newspaper advertising to find out what to buy and where to buy it. The students have been conducting from three to four such surveys each year since 1944.

The compilation will be made available extensively to newspapers and magazines, including E. & P.

A total of 48.6% of housewives interviewed prefer newspaper advertising, with magazines second (30%) and television and radio bringing up the rear (10.5 and 6.4%). The survey placed radio and TV on top in point of "distasteful advertising," and also rated both electronic media low popularity-wise, with TV and radio running in that order.

The Milwaukee Sentinel (WISN) dutifully reported the survey in its May 27 issue—the advertising medium preference and "distasteful advertising" rating next to a Cystex tablet ad for kidney sufferers.

The poll found that two-thirds felt radio and TV would be better off without advertising. 92.4% of the women indicated they prefer newspapers with advertising.

Students Aid Hospital

STUDENTS of Columbia Institute, Philadelphia business school which includes radio-TV studies in its curriculum, now are operating a closed-circuit radio station at Philadelphia's VA hospital. Dorothy W. David of the Institute said three students of the current radio class learned the hospital had a fully-equipped station designed to provide "passive rehabilitation" for the 500 patients. The heads of the hospital recreation facilities were approached by the students, who suggested they operate the outlet. The hospital representatives thought the idea was a good one. Since March, teams of students have operated the outlet five days a week. Besides this activity, the Columbia students now are producing a half-hour documentary film showing services the hospital provides. The film will be released to TV stations.

TV STATION PLANS

(Continued from STATIONS)

sented by Blair TV Inc., affiliated with CBS-TV (started June 7).

Yesterday (Sunday)

KROC-TV Rochester, Minn., vhf Ch. 10, represented by Robert Meeker TV Inc.

Today (Monday)

KSWS-TV Roswell, N. M., vhf Ch. 8, represented by Meeker TV Inc.

WFAM-TV Lafayette, Ind., uhf Ch. 59, represented by the William Rambeau Co.

WROM-TV Rome (Ga.)-Chattanooga (Tenn.), vhf Ch. 3, represented by Weed Television (did not start on May 30 as expected).

WTVE (TV) Elmira, N. Y., uhf Ch. 24, represented by Forjoe TV Inc. (to begin on limited basis).

June 18

WCSC-TV Charleston, S. C., vhf Ch. 5, represented by Free & Peters, affiliated with all TV networks.

June 21

WKOW-TV Madison, Wis., uhf Ch. 27, represented by Headley-Reed TV Inc.

June 22

WTPA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc.

June 15-30

KFAZ-TV Monroe, La., uhf Ch. 43, represented by Headley-Reed TV Inc.

July 1

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all TV networks.

KCMC-TV Texarkana, Tex., vhf Ch. 6, represented by O. L. Taylor Co.

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Inc.

KTVH (TV) Hutchison-Wichita, Kan., vhf

TV
DIRECTOR
$

what's happening to
film for television?

h. 12, represented by H-R Television Inc.

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with CBS-TV.

WOSH-TV Oshkosh, Wis., uhf Ch. 48, represented by Headley-Reed TV Inc.

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont.

July 4

KTXL-TV San Angelo, Tex., vhf Ch. 8, represented by O. L. Taylor Co., affiliated with CBS-TV.

July 12

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair TV, affiliated with NBC-TV.

Early July

WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television.

WETV (TV) Macon, Ga., uhf Ch. 47, represented by Headley-Reed TV Inc., affiliated with NBC-TV.

WMTV (TV) Madison, Wis., uhf Ch. 33, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont.

July 15

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson Television.

WCAN-TV Milwaukee, Wis., uhf Ch. 25, represented by O. L. Taylor Co.

WICA-TV Ashtabula, Ohio, uhf Ch. 15, represented by Gill Perna Inc.

WILK-TV Wilkes-Barre, Pa., uhf Ch. 34, represented by Avery-Knodel Inc.

July 25

KEYT (TV) Santa Barbara, Calif., vhf Ch. 3, represented by George P. Hollingbery Inc., affiliated with all TV networks.

Late July

KTAG (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc.

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by William Rambeau Co.

WPFA (TV) Pensacola, Fla., uhf Ch. 15, represented by Adam Young Television Inc.

Aug. 1

KFEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV.

KMMT (TV) Austin, Minn., vhf Ch. 6, represented by John E. Pearson TV Inc.

KQTV (TV) Fort Dodge, Iowa, uhf Ch. 21, represented by John E. Pearson TV Inc.

KRBC-TV Abilene, Tex., vhf Ch. 9, represented by John E. Pearson TV Inc.

WBUF-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television Inc.

WGVL-TV Greenville, S. C., uhf Ch. 23, represented by H-R Television Inc.

WJHL-TV Johnson City, Tenn., vhf Ch. 11, represented by John E. Pearson TV Inc.

Aug. 15

WENS (TV) Pittsburgh, Pa., uhf Ch. 16, represented by Edward Petry & Co., affiliated with ABC-TV.

WTOB-TV Winston-Salem, N. C., uhf Ch. 26, represented by H-R Television Inc.

WTVU (TV) Scranton, Pa., uhf Ch. 73, represented by The Bolling Co.

Late August

KRDO-TV Colorado Springs, Colo., vhf Ch. 13, represented by Joseph Hershey McGillvra Inc.

Sept. 1

KSTM-TV St. Louis, Mo., uhf Ch. 36, represented by H-R Television Inc.

WNCT (TV) Greenville, N. C., vhf Ch. 9, represented by John E. Pearson Co.

WNLC-TV New London, Conn., uhf Ch. 26, represented by Headley-Reed TV Inc.

WTVH (TV) Peoria, Ill., uhf Ch. 19, represented by Edward Petry & Co.

August-September

WVEC-TV Hampton, Va., uhf Ch. 15, represented by William G. Rambeau.

Sept. 15

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by Paul H. Raymer Co.

Sept. 27

WMT-TV Cedar Rapids, Iowa, vhf Ch. 2, represented by Katz Agency, affiliated with CBS-TV.

Sept. 27-30

WMAZ-TV Macon, Ga., vhf Ch. 13, represented by Katz Agency, affiliated with CBS-TV and DuMont.

Early Fall

WDAT (TV) Columbia, Ga., uhf Ch. 28, represented by Headley-Reed TV Inc.

WBCK-TV Battle Creek, Mich., uhf Ch, 58, represented by Headley-Reed TV Inc.

Fall

WOKY-TV Milwaukee, Wis., uhf Ch. 19, represented by The Bolling Co.

October-November

WMGT (TV) North Adams, Mass., uhf Ch. 74, represented by the Walker Representation Co.

Indefinite

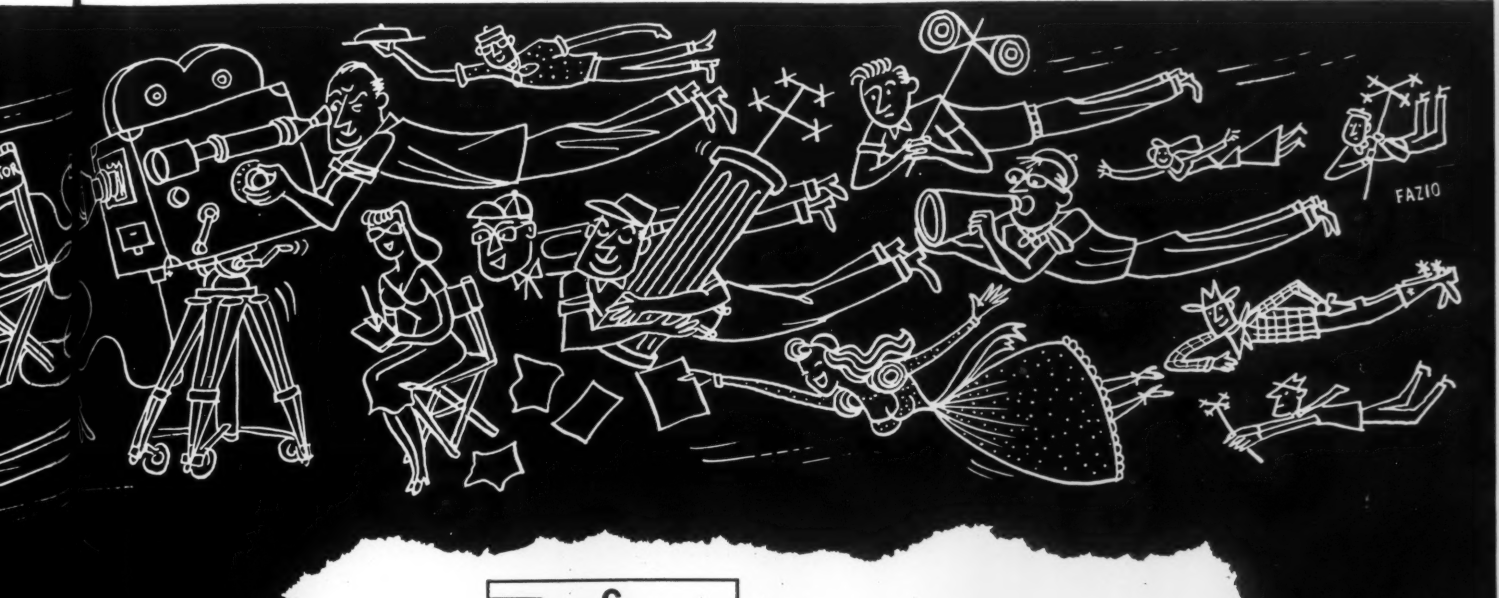
WCHV-TV Charlottesville, Va., uhf Ch. 64, represented by The Walker Representation Co.

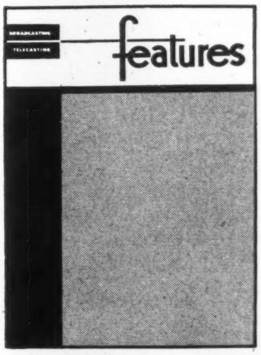
WGLV (TV) Easton, Pa., uhf Ch. 54, represented by Headley-Reed TV Inc.

WJON-TV St. Cloud, Minn., vhf Ch. 7, represented by William G. Rambeau Co.

WTRF-TV Wheeling, W. Va., vhf Ch. 7, represented by The Walker Representation Co.

WWOD-TV Lynchburg, Va., uhf Ch. 16, represented by The Walker Representation Co.





see . . . .

JULY 13
issue of
BROADCASTING
TELECASTING

SUMMERTIME IS KROD-TV TIME IN EL PASO--
BECAUSE 80% OF THE TV HOMES IN EL PASO ARE AIR-CONDITIONED FOR COOL, COMFORTABLE TV VIEWING

El Pasoans, like most Southwesterners, stay indoors in the summer to enjoy the cool comfort of their air-conditioned homes and to watch TV... in the day-time and at night-time, too. Because El Pasoans do stay home in the summer, they look to TV for entertainment. This gives the TV advertiser a greater opportunity to sell his product here.

CBS • DUMONT • ABC

KROD-TV
CHANNEL 4 • EL PASO, TEXAS

RODERICK BROADCASTING CORP.

DORRANCE D. RODERICK
Chairman of Board

VAL LAWRENCE
Pres. and Gen. Mgr.

DICK WATTS
TV Sales Manager

Call your nearest
O. L. TAYLOR COMPANY office for full details.

NOW!
lower distortion
with SOUNDCRAFT
PROFESSIONAL RECORDING TAPE
it's micro-polished*

Cleaner highs, clearer lows, more faithful reproduction—yours with Soundcraft Professional Recording Tape. It's the only tape that is *Micro-Polished**... polished, buffed and repolished to produce a mirror-smooth surface. In addition to lower distortion, Soundcraft *Micro-Polished* Professional Tape assures uniformity of output, improved high frequency response, better head contact and longer head life.
Next time, get the best professional tape. Get Soundcraft . . . it's *Micro-Polished!*

SOUNDCRAFT

REEVES
SOUNDCRAFT
CORP.
Dept. N-63
10 East 52nd Street
New York 22, N. Y.

*PAT. APPLIED FOR

New Grantees' Commencement Target Dates

• Educational permittee
ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	.... Pearson
WROW-TV Albany N. Y. (41)	4/16/53 Oct. '53	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
KSPJ (TV) Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53 8/1/53	.... Pearson TV
WGEZ-TV Beloit, Wis. (57)	2/11/53 Fall 1953	.... Clark
WHFB-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
Rudman-Hayutin TV Co., Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	.... Blair TV
Rudman TV Co., Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
WBLN (TV) Bloomington, Ill. (15)	3/4/53 10/1/53	.... Hollingbery
KDSH-TV Boise, Idaho (2)	5/14/53 Unknown	....
E. Anthony & Son, Boston, Mass. (50)	3/26/53	....
KXLF-TV Butte, Mont. (6)	2/26/53 Unknown	....
Sparton Bcstg. Co., Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTAO-TV Cambridge, Mass. (56)	3/11/53 Sept. '53	....
WACA-TV Camden, S. C. (14)	6/3/53 11/1/53	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
D. L. Hathaway, Casper, Wyo. (2)	5/14/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	.... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 9/1/53	....
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	.... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	.... Bolling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	.... Grant
Rounsaville Clark TV Co., Cincinnati, Ohio (54)	5/14/53 Unknown	....
Telepolitan Bcstg. Co., Clovis, N. M. (12)	3/4/53 Unknown	....
WIS-TV Columbia, S. C. (10)	2/12/53 9/1/53	NBC Free & Peters
WDAT (TV) Columbus, Ga. (28)	3/11/53 Unknown	....
WOSU-TV Columbus, Ohio (34)	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
M. Foster-H. Hoersch, Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
Rib Mountain Radio Inc., Des Moines (17)	3/26/53	....
Rollins Bcstg., Dover, Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM ....
KOMU-TV Columbia, Mo. (8)	1/15/53 9/15/53	....
WGLV (TV) Easton, Pa. (57)	12/18/52 Unannounced	.... Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	.... Hollingbery
WTRC-TV Elkhart, Ind. (52)	6/3/53 Summer '54	....
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	.... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
Eugene, Ore. TV Co. (13)	5/14/53 Unknown	....
KIEM-TV Eureka, Calif. (3)	2/11/53 Unknown	....
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 8/1/53	.... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	.... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 7/15/53	.... Pearson
Tarrant County TV Co. Fort Worth, Tex. (20)	3/11/53 Unknown	....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Unknown	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	.... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 5/1/54	.... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	.... Pearson
WGLV (TV) Greenville, S. C. (23)	1/23/53 8/1/53	ABC H-R TV Inc
WCRS-TV Greenwood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
KHQA-TV Hannibal, Mo. (7)	2/18/53 Unknown	....

THE SCOPE OF THIS LIST

B•T's New Grantees' Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been *changes* in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

Travel U. S. Hiway #10 for Hungry Horse Dam, Glacier Park, Yellowstone Park, Sun Valley, Blackfoot Dude Ranches, Flathead Lake and Features that lure the tourist to . . .

The Art Mosby Stations

CBS KGVO · KANA
Know
Missoula
5kw
Day & Nite

Anaconda
Butte
250 Watts

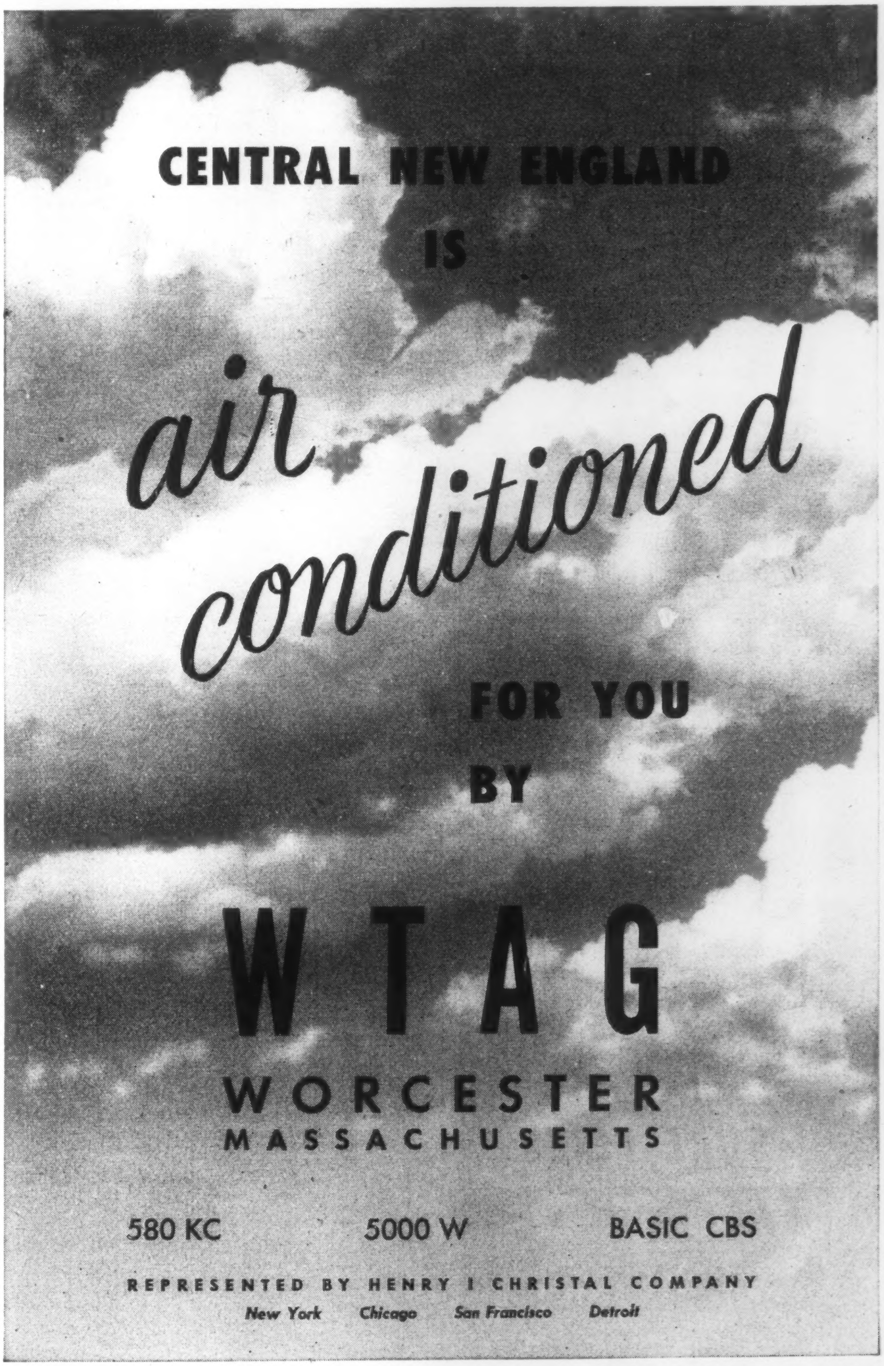
MONTANA
THE TREASURE STATE OF THE 48

Reps: GILL-PERNA
N.Y., CHI., La. & S.F.

Location & Channel	Date Granted & Target for Start	Network Representative
KGBS-TV Harlingen, Tex. (4)	5/21/53 Unknown	....
WSIL-TV Harrisburg, Ill. (22)	3/11/53 Nov. '53	....
WSVA-TV Harrisonburg Va. (3)	3/11/53 Sept. 1	NBC Devney
WHKP-TV Hendersonville N. C. (27)	3/11/53 Midsummer '53	....
American Bcstg. Station Inc., Honolulu, T.H. (4)	5/14/53 Unknown	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	....
KIFI-TV Idaho Falls, Idaho (8)	2/26/53 April '54	ABC ....
WNES (TV) Indianapolis, Ind. (67)	3/26/53 Oct. '53	....
WJRE (TV) Indianapolis, Ind. (26)	3/26/53	....
WJHP-TV Jacksonville, Fla. (36)	6/3/53 Fall '53	.... Perry Assoc.
KCMO-TV Kansas City, Mo. (5)	6/3/53 Fall '53	....
WKNE-TV Keene, N. H. (45)	4/22/53 Unknown	....
Television Services of Knoxville, Knoxville, Tenn. (26)	3/26/53	....
Harold C. Burke, Lancaster, Pa. (21)	5/7/53 Fall '53	....
Las Vegas TV, Las Vegas, Nev. (8)	3/19/53 July '53	.... Weed TV
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	....
KTVE (TV) Longview, Tex. (32)	2/5/53 7/20/53	.... Forjoe
KFYO-TV Lubbock, Tex. (5)	5/7/53 Fall '53	.... Taylor
KTRE-TV Lufkin, Tex. (9)	3/11/53 1954	.... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	NBC Headley-Reed
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	.... Donald Cooke
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....
KBES-TV Medford, Ore. (5)	3/4/53 Unknown	....
WTCK-TV Meridan, Miss. (11)	6/3/53 9/27/53	.... Headley-Reed
Miami TV Co., Miami, Okla. (58)	4/22/53 Unknown	....
KMID-TV Midland, Tex. (2)	2/11/53 Unknown	....
WOKY-TV Milwaukee, Wis. (19)	6/3/53 9/1/53	....
Rudman TV Co., Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	4/16/53 9/15/53	....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	.... Gill-Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 [CP stayed]	....
WCOV-TV Montgomery, Ala. (20)	9/18/52 4/6/53	CBS Taylor
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	....
WLBC-TV Muncie, Ind. (49)	10/30/52 4/15/53	ABC, CBS, NBC, DuM Walker-N.Y.; Halman-Cgo.
KFXD-TV Nampa, Idaho (6)	3/11/53 Unknown	....
Home News Pub. Co., New Brunswick, N. J. (47)	4/2/53 Unknown	....
WKST-TV New Castle, Pa. (45)	9/4/52 3/20/53	.... Meeker
WJMR-TV New Orleans, La. (61)	2/18/53 Sept. '53	.... Bolling
CKG Co., New Orleans, La. (26)	4/2/53 Fall 1953	.... Gill-Perna
Community TV Corp., New Orleans, La. (32)	4/2/53 Unknown	....
New Orleans TV Co., New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WMGT (TV) North Adams, Mass. (74)	2/18/53 10/15/53	.... Walker
KLPR-TV Oklahoma City, Okla. (19)	2/11/53 Unknown	....
KTVQ (TV) Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WJDM (TV) Panama City, Fla. (7)	3/11/53 Sept. '53	.... Hollingbery
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 Unknown	....
WEAR-TV Pensacola, Fla. (3)	6/3/53 9/1/53	.... Hollingbery
WTVH-TV Peoria, Ill. (19)	12/18/52 6/1/53	.... Petry
KOOL-TV Phoenix, Ariz. (10) (ST-KOY-TV)	5/27/53 Unknown	....
KOY-TV Phoenix, Ariz. (10) (ST-KOOL-TV)	5/27/53 Unknown	....
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53 August	.... Headley-Reed

Location & Channel	Date Granted & Target for Start	Network Representative
Metro. Pittsburgh, Pa. Educ. TV (13)	5/14/53 Unknown	....
KJRL-TV Pocatello, Idaho (6)	2/26/53 Unknown	CBS ....
KWIK-TV Pocatello, Idaho (10)	3/26/53 Spring 1954	.... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y. Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
New England TV Co. of R. I., Providence, R. I. (16)	4/8/53	....
WNOA-TV Raleigh, N. C. (28)	10/16/52 5/28/53	CBS Avery-Knodel
WEEU-TV Reading, Pa. (33)	9/4/52 4/15/53	NBC Headley-Reed
Blue Grass TV Co., Richmond, Ky. (60)	4/29/53 Unknown	....

Location & Channel	Date Granted & Target for Start	Network Representative
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....
WRNY-TV Rochester, N. Y. (27)	4/2/53 Unknown	....
Greater Rockford, Ill. TV Inc. (13)	5/14/53 Unknown	....
WROM-TV Rome, Ga. (9)	2/11/53 6/1/53	.... Weed TV
WKNX-TV Saginaw, Mich. (57)	10/2/52 4/1/53	.... Gill-Perna
KPIC (TV) Salem, Ore. (24)	1/29/53 Sept. '53	....
KUTV (TV) Salt Lake City, Utah (2)	3/26/53 Fall '53	ABC Hollingbery
Alamo Television Co., San Antonio, Tex. (35)	3/26/53	....
WJON-TV St. Cloud, Minn. (7)	1/23/53 Late Oct. '53	.... Rambeau
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 July '53	CBS Headley-Reed



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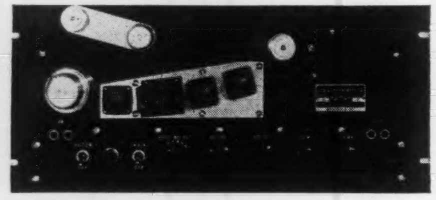

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LEADING INDEPENDENT
Represented by WEED AND CO.

Location & Channel	Date Granted & Target for Start	Network Representative
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
St. Louis (Mo.) Educ. TV Comm. (9)	5/7/53 Unknown	....
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	....
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53 9/15/53	....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 [CP stayed]	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	....
L. A. Harvey, San Francisco (20)	3/11/53 Unknown	....
KSAN-TV San Francisco (32)	4/29/53 Unknown	....
KVEC-TV San Luis Obispo, Calif. (6)	3/11/53 5/25/53	DuM ....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	.... Hollingbery
WGBI-TV Scranton, Pa. (22)	8/14/52 6/7/53	CBS Blair TV
KDRO-TV Sedalia, Mo. (6)	2/26/53 Early '54	....
Sherman TV Co., Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (46)	2/26/53 Unknown	....
Stamford-Norwalk (Conn.) TV Corp. (27)	5/27/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 July 1953	.... Taylor
WIBW-TV Topeka, Kan. (13)	6/3/53 Late fall '53	....
KCOK-TV Tulare, Calif. (27)	4/2/53 Sept. '53	DuM Forjoe
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
KLIX-TV Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Nov. '53	.... Southern TV & Radio Sales
KNAL-TV Victoria, Tex. (19)	3/26/53	....
Tri-State TV Inc., Waterloo, Iowa (15)	4/16/53 10/1/53	....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
WTRF-TV Wheeling, W. Va. (7)	4/22/53 10/1/53	....
KEDD (TV) Wichita, Kan. (16)	2/18/53 5/15/53	....
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 July-August	NBC, DuM ....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/1/53	.... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53 Unknown	....
KIVA TV Yuma, Ariz.	3/25/53 Unknown	....

U.S.—MEXICAN AGREEMENT ON TV CHANNEL ASSIGNMENTS

Revised portions of the text of the agreement between the United States and Mexico for the assignment of television channels along the Mexican-United States border, as revised by an exchange of notes between the two countries in June 1952, is reprinted herewith to show the current status of this agreement.

A. Scope of Agreement

This agreement relates to the assignment and use of twelve (12) television channels between 50 and 216 megacycles along the border of the United States of Mexico and the United States of America, within an area of 400 kilometers (250 miles) in width on either side of this border.

B. Power of Stations

1. All station assignments considered in this arrangement shall have an effective radiated power not in excess of:

(a) 100 kw for Channels 2, 3, 4, 5, 6.
(b) 325 kw for Channels 7, 8, 9, 10, 11, 12, 13.

2. Lower power than that listed in (1) above may be assigned by either government, but

3. The assignment of lower power shall not prevent the assignment of the maximum proposed power at a later date.

C. Offset of Video Carrier Frequency

1. In order to obtain the most favorable possible desired to undesired signal ratio and the maximum service areas in any group of three stations located in close proximity to each other and operating on the same channel, the video carrier frequency of two of said stations shall be offset by plus or minus 10 kilocycles respectively. The normal video carrier frequency shall be assigned to the station located nearest to the border and the offset of plus or minus 10 kc to the two distant stations within the area of 400 kilometers. The carrier frequency assignments shown in Tables A and B are accepted.

2. The frequency tolerance of stations in this arrangement shall be maintained within plus or minus 1 kilocycle of the agreed frequency.

D. Assignment Plan

The station assignments shown in Tables A and B are accepted.

E. Notification of Station Assignments

1. The governments shall notify each other within 30 days of the grant of an authorization for a television station within the scope of this arrangement.

2. The notification shall contain the following:
   a. Transmitter location (city, longitude and latitude)
   b. Channel number
   c. Video carrier frequency
   d. Antenna height
   e. Effective radiated power
   f. Call letters

F. Cooperation and Exchange of Information

1. The administrations of the respective countries will exchange information and cooperate with each other for the purpose of minimizing interference and obtaining maximum efficiency in the use of television channels.

TABLE A
MEXICO

Baja California	
Tijuana	
Mexicali	6, 12
Sonora	3
Nogales	
Hermosillo	2+, 7—, 11
Ciudad Obregon	6—, 8—,10, 12+
Navojoa	3, 7+, 9+
Chihuahua	5, 11—, 13+
Chihuahua	
Hidalgo del Parral	2—, 4+, 5+, 11—
Ciudad Juarez	3+
Coahuila	2, 5, 11+
Saltillo	2+, 6, 10+
Piedras Negras	
Villa Acuna	4—
Nuevo Leon	2
Monterrey	10
Tamaulipas	
Nuevo Laredo	3, 11
Matamoros	7
Reynosa	9, 12

TABLE B
UNITED STATES

Arizona	
Douglas	3—
Flagstaff	9, 13
Kingman	6—
Mesa	12—
Phoenix	3+, 5—, 8+, 10—
Tucson	4—, 6+, 9—, 13—
Yuma	11—, 13+
California	
Bakersfield	10—
Los Angeles	2, 4, 5, 7, 9, 11, 13
San Diego	8, 10
Santa Barbara	3—
Nevada	
Boulder City	4+
Henderson	2—
Las Vegas	8—, 10+, 13—
New Mexico	
Albuquerque	4+, 5+, 7+, 13+
Carlsbad	6—
Clovis	12+
Roswell	3+, 8, 10—
Silver City	10+, 12
Texas	
Abilene	9+
Alpine	12—
Austin	7+
Big Spring	4—
Brownsville-Harlingen-Weslaco[1]	4+, 5—
Corpus Christi	6—, 10—
El Paso	4, 7, 9, 13
Laredo	8, 13
Midland	2+
Monohans	9—
Odessa	7—
San Angelo	6, 8+
San Antonio	4, 5, 9—, 12+
Sweetwater	12

Offset Carrier Designators

5	Zero offset frequency (Ch. 5)
5+	Plus 10 kilocycles
5—	Minus 10 kilocycles

---

[1] Channels 4 and 5 may be used in any community within the triangle formed by Brownsville, Harlingen and Weslaco.

Fall and Winter availabilities GOING FAST on
WGRD
call Gill-Perna, Inc.
Grand Rapids, Mich.

ACTIONS OF THE FCC

June 3 through June 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Stations Authorizations as of April 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,430	569	101
CPs on air	15	32	†88
Total on air	2,445	601	†179
CPs not on air	130	20	266
Total authorized	2,575	611	455
Applications in hearing	90	1	108
New station requests	244	9	611
Facilities change requests	183	32	23
Total applications pending	913	95	730
Licenses deleted in May	0	11	0
CPs deleted in May	2	0	1

---

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through June 9

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,445	2,431	148	245	90
FM	599	568	52	9	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	123	229	352[1]
Educational	4	13	17

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	144	35	179
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	787	337	624	500	1,124[2]
Educational	48		25	23	48
Total	835	337	649	523	1,172[3]

[1] Five CPs (2 vhf, 3 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 369 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Actions by FCC

Jacksonville, Fla.—The Jacksonville Journal Co. (WJHP). Granted uhf Ch. 36 (602-608 mc); ERP 120 kw visual, 61.7 kw aural; antenna height above average terrain 350 ft., above ground 379 ft. Estimated construction cost $303,560, first year operating cost $183,000, revenue not estimated. Post office address ℅ Tom Gilchrist, 500 Laura St., Jacksonville, Fla. Studio site to be determined. Transmitter location Lane Ave. and Lake Shore Blvd. Geographic coordinates 30° 17′ 50″ N. Lat., 81° 44′ 35″ W. Long. Transmitter and antenna GE. Legal counsel Dempsey & Koplovitz, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **John H. Perry Jr.** (11.47%), Vice President **Farwell W. Perry** (7.5%) and Secretary-Treasurer **E. A. Kettel.** Estate of John H. Perry Sr., deceased, holds 69.4%. In addition, John H. Perry Jr. and Farwell W. Perry hold 10% jointly. Granted June 3.

Pensacola, Fla.—Gulfport Bcstg. Corp. (WEAR). Granted vhf Ch. 3 (60-66 mc); ERP 47.9 kw visual, 24 kw aural; antenna height above average terrain 420 ft. Estimated construction cost $369,985, first year operating cost $300,000, revenue $420,000. Post office address: 2nd & Hyer Sts., Pensacola, Fla. Studio location to be determined. Transmitter location: East side of F Street, between Maxwell and Bobe Sts. Geographic coordinates 30° 26′ 05″ N. Lat., 87° 13′ 47″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Charles W. Smith** (51%), Vice President, Secretary & Treasurer **Mel Wheeler** (25%), **F. M. Turner Jr.** (12%) and **A. C. Johnson** (12%). Granted June 3.

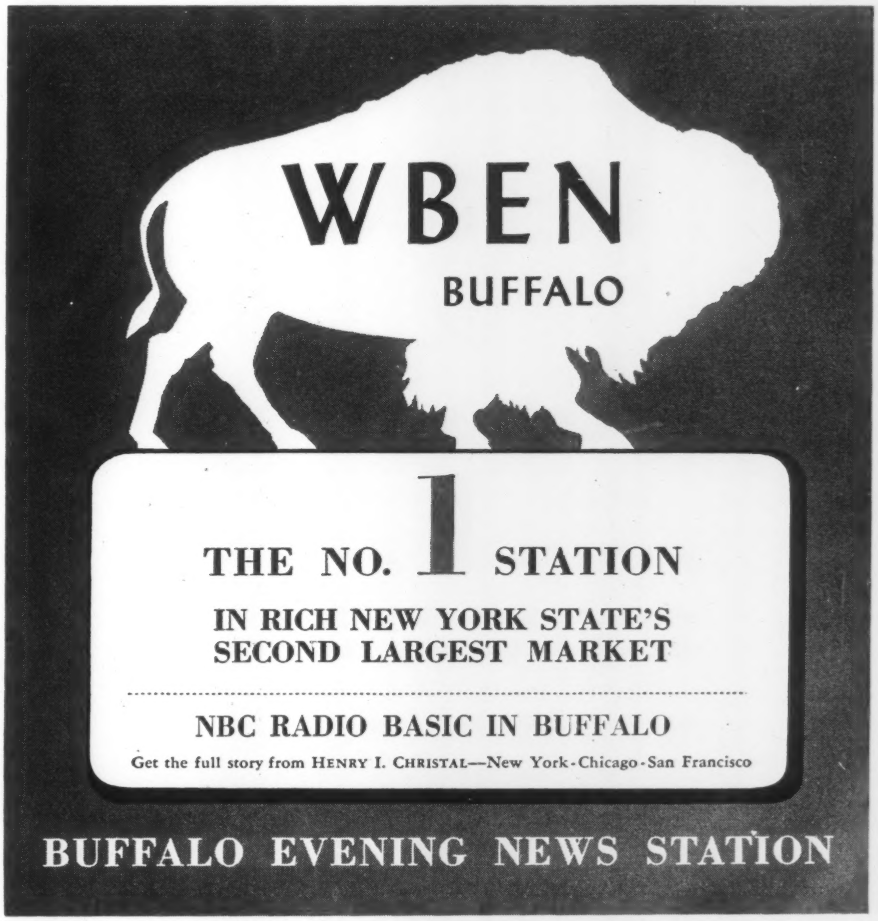
Elkhart, Ind.—Truth Pub. Co. (WTRC). Granted uhf Ch. 52 (698-704 mc); ERP 215 kw visual, 115 kw aural; antenna height above average terrain 410 ft., above ground 445 ft. Estimated construction cost $245,262, first year operating cost $200,000, revenue $200,000. Post office address 416 S. 2d St., Elkhart. Studio location 116 S. 2d St., Elkhart. Transmitter location Mishawaka and Oakland Rds., Elkhart. Geographic coordinates 41° 38′ 40″ N. Lat., 85° 58′ 16″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **John Dille Jr.** (35.5%), executive of newspaper syndicate and sales organizations; Vice President **Carl Greenleaf,** band instrument manufacturer; **Walter R. Beardsley** and **First National Bank of Elkhart,** co-trustees for A. H. Beardsley Trust No. 3 (49.5%). Mr. Beardsley is president of Miles Laboratories, heavy radio-TV advertisers for Alka-Seltzer and other proprietaries. Granted June 3.

Topeka, Kan. — Topeka Bcstg. Assn. Inc. (WIBW). Granted vhf Ch. 13 (210-216 mc); ERP 95.5 kw visual, 56.2 kw aural; antenna height above average terrain 700 ft., above ground 660 ft. Estimated construction cost $523,662, first year operating cost $288,418, revenue $325,000. Post office address: 1035 Topeka Blvd., Topeka. Studio and transmitter location: 1.3 mi. W. of Topeka city limits. Geographic coordinates 39° 03′ 38″ N. Lat., 95° 45′ 36″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **H. S. Blake,** Secretary **Roy Vogel,** Vice President-Treasurer **L. H. Schenck; Capper Publications Inc.** (100%). Granted June 3.

Meridian, Miss. — Southern Television Corp. (WTOK). Granted vhf Ch. 11 (198-204 mc); ERP 31 kw visual, 15.5 kw aural; antenna height above average terrain 580 ft. Estimated construction cost $177,948, first year operating cost $102,000, revenue $120,000. Post office address: Citizens National Bank Bldg., Box 1771, Meridian, Miss. Studio and transmitter location: 1.8 mi. S. of Meridian on U.S. Highway 45. Geographic coordinates 32° 19′ 40″ N. Lat., 88° 41′ 30″ W. Long. Transmitter GE, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer, George E. Gautney, Washington. Principals include President **Robert F. Wright** (25.5%), Vice President **William B. Crooks** (12%), Secretary **Thomas Y. Minniece** (8.472%), Treasurer **S. A. Rosenbaum** (16.945%). Grantee has bought WMOX Bldg. for combined radio-TV facilities. Granted June 3.

Kansas City, Mo.—KCMO Bcstg. Co. (KCMO). Granted vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 60.3 kw aural; antenna height above average terrain 830 ft. Estimated construction cost $529,210, first year operating cost $1,027,517, revenue $1,279,894. Post office address: 125 East 31st St., Kansas City 5, Mo. Studio and transmitter location 31st and Grand Streets. Geographic coordinates 39° 04′ 14″ N. Lat., 94° 34′ 59″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Haley & Doty, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Tom L. Evans** (49.5%), Vice President **Lester E. Cox** (49.5%), Secretary-Treasurer **Richard W. Evans** (0.5%) and **Lester L. Cox** (0.5%). Granted June 3.

Camden, S. C.—Camden Bcstg. Corp. (WACA). Granted uhf Ch. 14 (470-476 mc); ERP 78 kw visual, 45 kw aural; antenna height above average terrain 550 ft., above ground 579 ft. Estimated construction cost $151,400, first year operating cost $75,000, revenue $80,000. Post office address WACA, Camden, S. C. Studio and transmitter location on U. S. 1, 4 mi. SW of Camden, at junction of State Route 213, at NE corner of intersection. Geographic coordinates 34° 13′ 36″ N. Lat., 80° 40′ 45″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel A. L. Stein, Washington. Consulting engineer William E. Benns Jr., Washington. Principals include President **Haygood S. Bowden** (30.9%), owner of



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BUFFALO EVENING NEWS STATION

Western Auto Assoc. Store (retail appliances and accessories), Camden, S. C.; Vice President **Thomas J. Richards** (2%), vice president and general manager of WACA; Secretary **Harold W. Funderburk** (8%), Camden (S. C.) attorney; **Woodrow R. Bowden** (15%), employe in May Plant, duPont Co., and 13 others with less than 3% interest each. Granted June 3.

Milwaukee, Wisconsin — Bartell Bcstrs. Inc. (WOKY). Granted uhf Ch. 19 (500-506 mc); ERP 17.4 kw visual, 9.55 kw aural; antenna height above average terrain 530 ft. Estimated construction cost $196,350, first year operating cost $180,000, revenue $180,000. Post office address 710 N. Plankinton Ave., Milwaukee 3. Studio and transmitter location 2439 West Hopkins St., Milwaukee. Geographic coordinates 43° 4′ 43″ N. Lat., 87° 56′ 33″ W. Long. Transmitter and antenna RCA. Legal counsel Lee K. Beznor, Milwaukee. Consulting engineer Ralph E. Evans, Milwaukee. Principals include President **Gerald A. Bartell** (16.667%), Vice President **Melvin M. Bartell** (0.4%), Secretary-Treasurer **Lee K. Beznor** (41.266%) and **David Beznor** (41.667%). Granted June 3.

Applications

Modesto, Calif.—KTRB Bcstg. Co. (KTRB) requests uhf Ch. 14 (470-476 mc); ERP 20.35 kw visual and 10.98 kw aural; antenna height above average terrain 295.5 ft., above ground 328 ft. Estimated construction cost $175,824, first year operating cost $101,450, revenue unknown. Post office address Box 593. Studio and transmitter location S side of Norwegian Ave., W of Coffee Rd. Geographic coordinates 37° 40′ 15″ N. Lat., 120° 58′ 47″ W. Long. Transmitter and antenna RCA. Legal counsel Eliot C. Lovett, Washington. Consulting engineer George E. Gautney, Washington. Principals include President-Treasurer **William H. Bates Jr.**, 80% owner. Other 20% held by estate of Leslie A. Cleary, deceased. Filed June 9.

Stockton, Calif.—Delta-Sierra Educational TV Corp. requests uhf Ch. 42 (638-644 mc). ERP and other technical details not specified. Estimated construction cost $244,087, first year operating cost $150,000. Filed June 9.

Chicago, Ill.—Chicago Educational TV Assn. requests reserved vhf Ch. 11 (198-204 mc); ERP 60.78 kw visual and 30.163 kw aural; antenna height above average terrain 613 ft., above ground 644 ft. Estimated construction cost $350,677, first year operating cost $303,000. Post office address 38 S. Dearborn St. Studio location 2935 W. Polk St. Transmitter location 105 W. Adams St. Geographic coordinates 41° 52′ 45″ N. Lat., 87° 37′ 51″ W. Long. Transmitter and antenna GE. Legal counsel Sidley, Austin, Burgess & Smith, Chicago. Consulting engineer G. William Lang, Elgin, Ill. A director is **Lenox R. Lohr**, 1936-1940 president of NBC, now president of Chicago Museum of Science & Industry. Public drive is underway to raise $1.1 million. Filed June 2.

Detroit, Mich.—Detroit Educational TV Foundation requests reserved uhf Ch. 56 (722-728 mc); ERP 212.35 kw visual and 114.56 kw aural; antenna height above average terrain 519 ft., above ground 519 ft.; estimated construction cost $754,160, first year operating cost $89,000. Post office address 474 W. Warren Ave. Studio and transmitter location 9345 Lawton Ave. Geographic coordinates 42° 22′ 25″ N. Lat., 83° 06′ 50″ W. Long. Transmitter and antenna RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer William L. Foss Inc. Detroit Public School and U. of Detroit are providing buildings. Filed June 2.

McComb, Miss.—Louis Alford et al d/b as Southwestern Bcstg. Co. of Mississippi petitioned for reinstatement of application (BPCT-1443) for new TV station on uhf Ch. 31 with ERP of 10.139 kw visual and 5.702 kw aural and antenna height above average terrain 173.4 ft. Filed June 3.

Buffalo, N. Y.—Victory TV Corp. requests vhf Ch. 2 (54-60 mc); ERP 100 kw visual and 50 kw aural; antenna height above average terrain 386 ft., above ground 428 ft.; estimated construction cost $386,625, first year operating cost $650,000, revenue $1,050,000. Post office address Victor Bldg., 19 W. Genesee St. Studio and transmitter location Victor Bldg. Geographic coordinates 42° 53′ 17.3″ N. Lat., 78° 52′ 28.7″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer John H. Mullaney, Washington. Principals: Six equal owners: President **Arthur Victor Jr.**, retail furniture; Treasurer **George M. Frauenheim**, president-treasurer George J. Meyer Malt and Grain Corp.; Sec. **Peter J. Crotty**, attorney; **J. Eugene McMahon**, attorney; **Norman Joseph**, transport business; **Patrick J. McGroder Jr.**, president McKinley Liquor Co. Filed June 2.

Goldsboro, N. C.—Eastern Carolina Bcstg. Co. (WGBR) requests uhf Ch. 34 (590-596 mc); ERP 19.05 kw visual and 10.29 kw aural; antenna height above average terrain $242,000, first year operating cost $310,000, revenue $360,000. Post office address Box 1024. Studio location to be determined. Transmitter location U. S. Highway 70. Geographic coordinates 35° 23′ 54″ N. Lat., 78° 00′ 38″ W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George E. Gautney, Washington. Principals include President **A. T. Hawkins** (2.09%) and **Kenneth C. Royal** (23.32%), New York attorney and former Secretary of Army. There are 18 stockholders. Filed June 2.

Cincinnati, Ohio—The Greater Cincinnati Television Educational Foundation requests reserved uhf Ch. 48 (674-680 mc); ERP 19.06 kw visual and 9.53 kw aural; antenna height above average terrain 489 ft., above ground 363 ft., to be situated on tower of WLWT (TV); estimated construction cost $136,000, first year operating cost $100,000. Post office address 1228 Central Parkway. Studio location 1243 Elm St. Transmitter location 2222 Chickasaw St. at WLWT (TV) site. Geographic coordinates 39° 07′ 28″ N. Lat., 83° 31′ 18″ W. Long. Legal counsel Edgar W. Holtz, Cincinnati. Consulting engineer R. J. Rockwell of Crosley Bcstg. Corp. Filed May 15.

Toledo, Ohio—Citizens Bcstg. Co. requests vhf Ch. 11 (198-204 mc); ERP 226 kw visual and 121 kw aural; antenna height above average terrain 512 ft., above ground 553 ft. Estimated cost of construction $762.820, first year operating cost $627,000, revenue $750,000. Post office address 611 Huron St. Studio and transmitter location 611 Huron St. Geographic coordinates 41° 39′ 22″ N. Lat., 83° 31′ 59″ W. Long. Transmitter and antenna GE. Legal counsel Rauh & Levy, Washington. Consulting engineer Millard M. Garrison, Washington. Ownership is distributed among large number of local CIO and AFL unions with labor officials as officers. **Willys-Overland Unit Local 12 UAW-CIO** owns 25%. Filed June 8.

Nashville, Tenn.—Nashville Educational Television Foundation requests reserved vhf Ch. 2 (54-60 mc); ERP 12 kw visual and 6 kw aural; antenna height above average terrain 271 ft., above ground 124 ft. Estimated construction cost $199,956, first year operating cost $100,000. Post office address Box 6188, Acklen Station. Studio location 2317 12th Ave. South. Transmitter location Love Circle Hill. Geographic coordinates 36° 08′ 15″ N. Lat., 86° 48′ 57″ W. Long. Transmitter and antenna GE. Legal counsel Murphy, Duiker, Smith & Burwell, Washington. Consulting engineer William A. Hill of WSM Inc., Nashville. Filed May 27.

Applications Amended

Corona, Calif.—KOWL Bcstg. Co. (KOWL), applicant for uhf Ch. 52, amends to change name from KOWL Inc. to KOWL Bcstg. Co., ERP from 107 kw visual and 57.8 kw aural to 38 kw visual and 20.4 kw aural, employing DA. Filed June 1.

San Jose, Calif—FM Radio & TV Corp., applicant for vhf Ch. 11, amends application to change ERP from 84.4 kw visual and 37.45 kw aural to 300 kw visual and 150 kw aural; specify transmitter site as atop Mt. Isabel, Twp. 7S Range 3E, Santa Clara County. Filed June 3.

San Jose, Calif.—John A. Vietor Jr., applicant for uhf Ch. 48, amends to change ERP from 112.2 kw visual and 60.3 kw aural to 107.15 kw visual and 58.2 kw aural. Filed June 5.

Gainesville, Fla.—U. of Florida, applicant for reserved educational vhf Ch. 5, amends to incorporate additional financial data. Filed June 4.

Peoria, Ill.—WIRL TV Co. (WIRL) amends application for new TV station on vhf Ch. 8 to change ERP from 316 kw visual and 158 kw aural to 316 kw visual and 193.6 kw aural, change antenna height above average terrain from 991 ft. to 992 ft. and change studio site to 200 W. McClure Ave. Filed June 8.

Peoria, Ill.—WMBD Inc. (WMBD) amends application for new TV station on vhf Ch. 8 to change antenna height above average terrain from 543 ft. to 996 ft. and change transmitter site to 3.3 mi. S of Groveland, Ill. Filed June 8.

Evansville, Ind.—Evansville TV Inc., applicant for vhf Ch. 7, amends to change antenna height above average terrain from 603 ft. to 607 ft. Filed June 5.

South Bend, Ind.—South Bend Bcstg. Corp. (WHOT), applicant for uhf Ch. 46, amends to change ERP from 91.6 kw visual and 45.8 kw aural to 93 kw visual and 47 kw aural, antenna height above average terrain from 418 ft. to 380 ft. Filed June 4.

Lancaster, Pa.—Peoples Bcstg. Co. (WLAN), applicant for vhf Ch. 8, amends to change antenna height above average terrain from 379 ft. to 386 ft. Filed June 5.

Knoxville, Tenn.—WKGN Inc. (WKGN), applicant for vhf Ch. 6, amends to change antenna height above average terrain from 991 ft. to 926 ft., studio site to 102 McCroskey Ave. and transmitter site to Sharp Ridge, 0.5 mi. NE of Clinton Pike. Filed June 4.

Seattle, Wash.—Fisher's Blend Station Inc. (KOMO), applicant for vhf Ch. 4, amends to change antenna height above average terrain from 841 ft. to 806 ft. and change transmitter site to 1434 Warren Ave. Filed June 4.

Seattle, Wash.—Mt. Rainier Radio & TV Bcstg. Corp. (KJR) amends TV application to change from vhf Ch. 7 to Ch. 4, ERP from 316 kw visual and 158 kw aural to 100 kw visual and 50 kw aural, antenna height above average terrain from 1291 ft. to 1287 ft. Filed June 2.

Seattle, Wash.—Queen City Bcstg. Co. (KIRO) amends TV application to change from vhf Ch. 4 to Ch. 7, ERP from 100 kw visual and 50 kw aural to 316 kw visual and 158 kw aural, antenna height above average terrain from 825.5 ft. to 810 ft. Filed June 2.

Milwaukee, Wis.—Wisconsin Bcstg. System Inc. (WFOX) amended application for new TV station to change from uhf Ch. 19 to vhf Ch. 12, ERP from 286 kw visual and 143 kw aural to 28.9 kw visual and 14.5 kw aural, antenna height above average terrain from 373 ft. to 480 ft. Filed June 2.

Applications Dismissed

San Diego, Calif.—Robert B. Raisbeck and June D. Raisbeck d/b as Vista Bcstg. Co. dismissed application for new TV station on uhf Ch. 21. Dismissed June 8.

Kansas City, Kan.—KCKN Bcstg. Co. (KCKN) dismissed application for new TV station on vhf Ch. 5. Dismissed June 3.

Topeka, Kan.—S. H. Patterson (KJAY) dismissed application for new TV station on vhf Ch. 13. Dismissed June 3.

Existing TV Stations . . .

Actions by FCC

KNXT (TV) Hollywood, Calif.—CBS granted modification of CP on vhf Ch. 2 to change ERP from 54 kw visual and 27 kw aural; antenna height above average terrain 3,140 ft. Granted June 4.

WITV (TV) Ft. Lauderdale, Fla.—Gerico Investment Co. granted modification of CP to change ERP from 18.5 kw visual and 11 kw aural to 200 kw visual and 105 kw aural; change studio location to 300 E. Las Olas Blvd.; change transmitter location to Hallendale Beach Rd. and NE 4th Ave., W of Hallendale; antenna height above average terrain 730 ft. Granted June 2.

WPFA-TV Pensacola, Fla. — WPFA-TV Inc. granted modification of CP to change ERP from 20 kw visual and 10 kw aural to 19.75 kw visual and 10.99 kw aural; change transmitter and studio location to Lolita and O Sts.; antenna height above average terrain 368 ft. Granted June 2.

WXYZ-TV Detroit, Mich.—WXYZ Inc. granted CP change ERP from 27.9 kw visual and 13.9 kw aural to 316 kw visual and 158 kw aural; antenna height above average terrain 490 ft. Assigned vhf Ch. 7. Granted June 4.

KCTY (TV) Kansas City, Mo.—Empire Coil Co. granted STA to operate on commercial basis on uhf Ch. 25 for period June 3-Nov. 6. Granted June 3.

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SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

KOB-TV Albuquerque, N. M. — Albuquerque Bcstg. Co. granted CP to change ERP from 4.5 kw visual and 2.55 kw aural to 11 kw visual and 5.6 kw aural; change transmitter location to Sandia Crest, 12 mi. NE of city, and change designation of studio location to 905 Buena Vista SE (not a move); antenna height above average terrain 4,200 ft. Granted June 2.

WIFE (TV) Dayton, Ohio—Skyland Bcstg. Corp. granted modification of CP for new TV station on uhf Ch. 22 to change ERP from 210 kw visual and 105 kw aural to 257 kw visual and 132 kw aural; change transmitter site to W. Carlton Rd. and Frytown Rd.; antenna height above average terrain 700 ft. Granted June 4.

WKST-TV New Castle, Pa.—WKST Inc. granted modification of CP to change ERP from 20.5 kw visual and 10.5 kw aural to 17.8 kw visual and 9.55 kw aural; antenna height above average terrain 370 ft. Granted June 2.

WGBI-TV Scranton, Pa.—Scranton Bcstrs. Inc. granted STA to operate commercially on uhf Ch. 22 for period June 7-July 14. Granted May 29.

WACH (TV) Newport New, Va. — Eastern Bcstg. Corp. granted STA for period ending Aug. 15 to operate marker signal TV transmitter at site specified in its CP for new TV station on uhf Ch. 33. Power 60 w; antenna 75 ft. above ground. Operation will facilitate orientation of sets. Granted June 3.

Call Letters Assigned

WCBE (TV) Bridgeport, Conn.—Connecticut State Board of Education, educational uhf Ch. 71.

WCHF (TV) Hartford, Conn.—Connecticut State Board of Education, educational uhf Ch. 24.

WCNE (TV) Norwich, Conn. — Connecticut State Board of Education, educational uhf Ch. 63.

WKJG-TV Fort Wayne, Ind.—Northeastern Indiana Bcstg. Co., uhf Ch. 33.

WINT (TV) Waterloo, Iowa—Tri-State TV Inc., uhf Ch. 15.

WSTB-TV Boston, Mass.—E. Anthony & Son, uhf Ch. 50.

WWTV (TV) Cadillac, Mich.—Sparton Bcstg. Co., vhf Ch. 13.

KGMO-TV Cape Girardeau, Mo.—KGMO Radio TV Inc., uhf Ch. 18.

WDHN (TV) New Brunswick, N. J.—Home News Pub. Co., uhf Ch. 47.

WCIN-TV Cincinnati, Ohio—Rounsaville-Clark TV Co., uhf Ch. 54.

WARD-TV Johnstown, Pa.—Rivoli Realty Co., uhf Ch. 56.

WRBJ (TV) Beloit, Wis.—Beloit Bcstg. Co., uhf Ch. 57, changed from WGEZ-TV.

KSPR-TV Cap Casper, Wyo.—Donald Lewis Hathaway, vhf Ch. 2.

Stations Deleted

KTVA (TV) Austin, Tex.—Tom Potter granted request to cancel CP for new TV station on uhf Ch. 24 and delete call letters. Deleted June 5.

KMID-TV Midland, Tex.—Permian Basin TV Co. granted request to cancel CP for new TV station on vhf Ch. 2 and delete call letters. Deleted June 5.

Application

KIEM-TV Eureka, Calif.—Redwood Bcstg. Co. asks modification of CP, which authorized new TV station on vhf Ch. 3, to change ERP from 17.5 kw visual and 9.3 kw aural to 14.6 kw visual and 7.3 kw aural, change transmitter site to Lundgren Peak, about 12 mi. E. of Eureka. Antenna height above average terrain 1573 ft. Filed June 8.

Application Dismissed

KETV (TV) Little Rock, Ark.—Great Plains TV Properties of Arkansas Inc. FCC dismissed application for modification of CP, authorizing new TV station on uhf Ch. 23, to change studio-transmitter site and change ERP. Dismissed June 1.

New AM Stations . . .

Actions by FCC

Moultrie, Ga.—Colquitt Bcstg. Co. granted CP for new AM station on 1300 kc with 1 kw daytime. Station may not begin program tests until WGRA Cairo, Ga., begins program tests on another frequency. Grantee principals include co-partners **Norris Brown Mills**, movie exhibitor, and **Douglas J. Turner**, radio and electronics dealer. Granted June 3.

Lebanon, Ky.—Lebanon-Springfield Bcstg. Co. granted CP for new AM station on 1590 kc with 500 w daytime. Equal partners: **Charles R. Shuffett**, announcer at WKLX Lexington, Ky., and **Clarence H. Hulse Jr.**, chief engineer for WKAY Glasgow, Ky. Granted June 3.

Salem, Mo.—Show-Me Bcstg. Co. granted CP for new AM station on 1340 kc with 250 w fulltime. Grantee is licensee KTTR Rolla, Mo. Granted June 3.

Tupelo, Miss.—Lee Bcstg. Co. granted CP for new AM station on 1380 kc with 1 kw daytime. Principals include partners **W. I. Dove** (40%); **E. O. Roden** (30%), owner WBIP Booneville, Miss.; **Vernon K. Wroten** (20%) and **Robert L. McVay** (10%). Post office address Box 352, Booneville, Miss. Granted June 3.

Application

Central City, Ky.—L. L. Stone Sr., A. E. Stone and R. G. Utley d/b as Central City-Greenville Bcstg. Co. petitions for reinstatement of BP-7856 for WCNL, new AM station on 1380 kc with 500 w daytime. Filed June 1.

Applications Amended

Rogers, Ark.—Chick Capitol Bcstrs. amends application for new AM station to change frequency from 620 kc to 1390 kc; 1 kw daytime. Filed June 8.

Winter Park, Fla.—Orange County Bcstrs. Inc. amends application for new AM station to change frequency from 1370 kc to 1440 kc; 1 kw daytime. Filed June 8.

Cleveland, Tenn.—Cleveland Bcstg. Co. amends application for new AM station on 1410 kc with 500 w fulltime to change from DA-1 to DA-2. Filed June 8.

Seminole, Tex.—Marshall Formby amends application for new AM station on 730 kc with 250 w daytime to change to 1250 kc with 1 kw daytime. Filed June 8.

Existing AM Stations . . .

Actions by FCC

WBAR Bartow, Fla.—William Avera Wynne granted modification of CP to change transmitter and studio locations to intersection of Maple Ave. and State Highway 35. Granted June 4.

WPRC Lincoln, Ill.—Prairie Radio Corp. granted request to sign-off at 7 p.m. during June 1-Sept. 30. Granted June 1.

KJSK Columbus, Neb.—George Basil Anderson granted authority to have regular sign-off at 6 p.m. during June-Sept. Granted June 5.

WSAJ Grove City, Pa.—Grove City College granted request to remain silent from June 6 to Sept. 19 during college recess. Granted June 1.

WPTS Pittston, Pa.—Midway Bcstg. Co. granted modification of CP to specify studio location at Newrose Bldg., S. Main and Spring Sts. Granted June 4.

Remain Silent

WTKM Hartford, Wis.—Kettle-Moraine Bcstg. Co. granted authority to remain silent for 90 days pending Commission action on application for sale to Fort Bcstg. Co. for $30,000 and move to Ft. Atkinson, Wis. Granted June 3.

Call Letters Assigned

WPRY Perry, Fla.—Palatka Bcstg. Co., 1220 kc, 250 w daytime.

WFIW Fairfield, Ill.—Wayne County Bcstg. Co., 1390 kc, 500 w daytime.

WDON Wheaton, Md. — Commercial Radio Equipment Co., 1540 kc, 250 w daytime.

WHER Columbus, Miss.—J. W. Furr, 1540 kc, 10 kw daytime.

WMLV Millville, N. J.—Union Lake Bcstrs. Inc., 1440 kc, 1 kw daytime, directional.

WAYZ Waynesboro, Pa.—Richard Field Lewis Jr., 1380 kc, 1 kw daytime.

Applications

KNGS Hanford, Calif.—Hanford Bcstg. Co. requests CP increase power from 1 kw DA-N to 5 kw DA-DN (620 kc). Filed June 5.

KRDO Colorado Springs, Colo.—Pikes Peak Bcstg. Co. requests CP to change transmitter and studio site from 118 N. Cascade Ave. to 399 S. 8th St. Filed June 8.

WCRB Waltham, Mass.—Charles River Bcstg. Co. requests CP change from daytime to unlimited, install DA-DN, operating with 1 kw on 1330 kc. Filed June 1.

WPXY Punxsutawney, Pa.—Jefferson Bcstg. Co. resubmitted application for modification of CP, which authorized new station on 1290 kc, to increase power from 500 w to 1 kw. Filed June 8.

New FM Stations . . .

Actions by FCC

Harriman, Tenn.—Harriman Bcstg. Co. (WHBT) granted CP for new Class A FM station on Ch. 237 (95.3 mc) with ERP 0.78 kw and antenna height above average terrain minus 160 ft. Granted June 3.

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Application

Fulton, Ky.—Ken-Tenn Bcstg. Corp. (WFUL) requests CP new FM station on Ch. 285 (104.9 mc) with ERP 0.495 kw. Filed June 5.

Existing FM Stations . . .

Actions by FCC

KFWB-FM Mt. Wilson, Calif.—Union Bcstg. Corp. of Calif. granted extension of STA to permit waiver Sec. 3.261 of rules to permit station to remain silent for 6 mo. from June 11. Granted June 5.

WWRL-FM New York—Long Island Bcstg. Corp. granted modification of CP to change ERP from 18.5 kw to 20 kw and antenna height above average terrain from 245 ft. to 235 ft. Granted June 5.

FM Stations Deleted

KVCI (FM) Chico, Calif.—Golden Empire Bcstg. Co. granted request to cancel license and delete FM station. Deleted June 5.

WFRS (FM) Grand Rapids, Mich.—Grand Rapids Bcstg. Corp. granted request to cancel license and delete FM station. Deleted June 5.

Ownership Changes . . .

Actions by FCC

WOWL Florence, Ala.—Radio Muscle Shoals Inc. granted acquisition of negative control by President Richard Biddle (presently 33%) through purchase of 50 shares of treasury stock for $5,000. Granted June 5.

KRCH Hot Springs, Ark.—Robert L. Harrison and Walter Cleveland d/b as Hot Springs Bcstg. Co. granted assignment of license to Garland Radio & TV Corp. for $30,000. Buyer is composed of President **Leonard Frankel** (49%), owner Hawthorn Adv., St. Louis, and Secretary-Treasurer **Anton Tibbe** (51%), St. Louis investment broker. Granted June 3.

KONA (TV) Honolulu—Radio Honolulu Ltd. granted transfer of control through sale of 85% interest by Herbert M. Richards for $60,488 to Advertiser Pub. Co. (KGU) and Island Bcstg. Co. (KPOA) on condition Island disposes of KPOA within 90 days after consummation of transfer. Buyers also to acquire remaining 15% from minority stockholders at 80% of par. Granted June 3.

WEKY Richmond, Ky.—J. W. Betts, Charles Clarke and J. M. Finch Jr. d/b as Richmond Bcstg. Co. granted assignment of CP to **Dages I. Boyle**, securities dealer, for expenses of $7,056. Assignment may not be consummated until Mr. Boyle disposes of his interest in a CP for 1 kw daytime on 1420 kc at Richmond. Granted June 3.

WALE Fall River, Mass.—Narragansett Bcstg. Co. granted acquisition of control by George L. Sisson Jr. through purchase by licensee of 49.7% from four withdrawing stockholders: Robert E. L. Kennedy (8.6%), consulting engineer; William A. Porter (21%), Washington radio attorney; Nellie F. McCain (20%) and George E. Hamilton. Consideration $49,562. Granted June 5.

WSHB Stillwater, Minn.—St. Croix Bcstg. Co. granted transfer of control from **William F. Johns Jr.** to **William F. Johns Sr.** Involves cancellation of earlier transfer of 70% interest from father to son. Granted June 3.

WJAN Spartanburg, S. C.—James Cozby Byrd Jr. granted assignment of CP to Spartanburg Bcstg. Co., owned 50% by Mr. Byrd and 50% by **W. Ennis Bray**, general manager WESC Greenville, S. C. Latter pays $9,000. Granted June 3.

WETB Johnson City, Tenn.—East Tennessee Bcstg. Co. granted assignment of license to parent corporation, **Press Inc.**, for tax purposes. No consideration. Granted June 5.

WKSR Pulaski, Tenn.—Richland Bcstg. Co. granted assignment of license from Fred Fleming and Third National Bank in Nashville, executor of estate of W. K. Jones, deceased, to concrete manufacturer **John R. Stephens** tr/as Richland Bcstg. Co. Consideration $60,000. Granted June 3.

Applications

KFMB-AM-TV San Diego, Calif.—Wrather-Alvarez Bcstg. Inc. Requests relinquishment of negative control by co-owners J. D. Wrather Jr. and Maria Helen Alvarez through issuance of new stock by licensee to Edward Petry & Co. Inc. Total of 285.67 shares are sold to Petry for $633,333, with option to purchase 142.83 shares more. Petry will hold 22%; Mr. Wrather and Mrs. Alvarez each 39%. Filed June 3.

WBAX Wilkes-Barre, Pa.—John H. Stenger Jr. Requests involuntary assignment of license to Anna Stenger, executor of estate of John H. Stenger Jr., deceased. Filed June 3.

Application Dismissed

WDLA Walton, N. Y.—Delaware County Bcstg. Corp. At request of applicant, dismissed application for transfer of control to J. A. McKechnie, Dr. Donald A. Corgill and David A. Kyle through purchase of all preferred stock and 50% of voting stock for $25,000. Mr. Kyle is president of WABY Albany. Dismissed May 19.

Opinions and Orders . . .

Actions by FCC

Pontiac, Mich.—Chief Pontiac Bcstg. Co. By memorandum opinion and order FCC denied petition of May 14 requesting that FCC set aside grant of May 8 to James Gerity Jr. for new AM station on 1460 kc with 500 w fulltime at Pontiac and to designate same for comparative hearing. Order June 3.

Amendment of Part 17 of FCC Rules Concerning Construction, Marking and Lighting of Antenna Structures.—To be effective 30 days after publication in *Federal Register*, FCC amended rules to provide for report to Director of U. S. Coast and Geodetic Survey upon completion of antenna construction. Adopted June 3; released June 5.

Hearing Cases . . .

Initial Decisions

Portsmouth, Ohio—Woodruff Inc. (Edward Lamb). Hearing Examiner Gifford Irion issued initial decision recommending grant of new TV station on uhf Ch. 30 with ERP 110 kw visual and 55 kw aural; antenna height above average terrain 436 ft. Initial decision June 8.

Worcester, Mass.—Salisbury Bcstg. Corp. Hearing Examiner William B. Butts issued initial decision recommending grant of new TV station on uhf Ch. 14 with ERP 200 kw visual and 106 kw aural; antenna height above average terrain 812 ft. Initial decision June 5.

Evansville, Ind.—Premier TV Inc. Hearing Examiner Fanney N. Litvin issued initial decision recommending grant for new TV station on uhf Ch. 62 with ERP 90.2 kw visual and 48.64 kw aural; antenna height above average terrain 550 ft. Initial decision June 4.

Actions by FCC

Amendment of FCC AM standards relative to skywave field intensity measurements (Docket 10492)—Upon request of Assn. of Federal Communication Consulting Engineers, FCC extended time for filing of comments from May 29 to June 29. Replies thereto due July 9. Order June 1.

FM Allocation Plan—FCC finalized proposed rule-making adopted April 29 to amend FM allocation plan to transfer Class B Ch. 279 from Rochester to Ithaca, N.Y. (Docket 10481). Order June 3.

Salinas-Monterey, Calif.—Protest of vhf Ch. 8 share-time grants. FCC ordered oral argument to be heard in Washington June 22 on protest by KICU (TV) Salinas (uhf Ch. 28) against Ch. 8 share-time grants on Feb. 18 to KSBW Salinas and KMBY Monterey. Burden of proof to be on protestant. Order June 5.

Savannah, Ga.—Martin & Minard granted dismissal of its application for new TV station on vhf Ch. 11 and retained in hearing status application of Savannah Bcstg. Co. (WTOC). Order June 2.

Evansville, Ind.—W. R. Tuley granted dismissal of his application for new TV station on uhf Ch. 62 and retained in hearing status application of Premier TV Inc. Order June 2.

Evansville, Ind.—WFBM Inc. (WEOA). FCC announced orders (1) granting petition of May 13 to enlarge issues in comparative hearing for new TV station on vhf Ch. 7 to include issue on engineering proposals (Comr. Frieda B. Hennock dissented) and (2) dismissed as moot similar petition of On the Air Inc. (WGBF).

Joliet, Ill.—Sanders Bros. and Joliet TV Inc. (WJOL), competitors for new TV station on uhf Ch. 48, designated for hearing in Washington on July 3. Order June 3.

South Bend, Ind.—South Bend Bcstg. Corp. (WHOT) and Michiana Telecasting Corp. (Notre Dame U.), competitors for uhf Ch. 46, designated for hearing in Washington on July 3. Order June 3.

Muskegon, Mich.—Protest of uhf Ch. 35 grant. FCC announced order granting appeal of Music Bcstg. Co. (WGRD Grand Rapids) from examiner's interpretation of scope of hearing issues

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Help Wanted

Complete staff for North Carolina's newest radio station going on the air August 15th. Program director, 3 announcers, salesman, 2 engineers. Send all details to Radio Station WBID, Henderson, N. C.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Excellent opportunity for experienced radio salesman desiring permanent sales position with old, established network station in southern market. Excellent salary plus bonus. Send photo, complete background experience with application. Box 827W, B•T.

Salesman—Experienced for southern kilowatt independent. Good salary, 15% commission. Must know programming and be capable of doing special air shows. Box 852W, B•T.

Salesman for North Carolina daytimer. If experienced or if interested in radio sales salary plus commission will give good income for hard worker. Family man preferred. Car essential. Box 883W, B•T.

Announcers

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B•T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B•T.

Station managers: Is there a morning man on your competition you want to get out of your hair? If so, write all about him to Box 833W, B•T and or salesman.

Announcer-salesman for southern independent, good salary, 15% commission. Box 853W, B•T.

Staff announcer for North Carolina independent. Experience preferred but not neccessary. Box 884W, B•T.

Southern CBS affiliate—experienced, versatile announcer in excellent market. $90 per week and profit sharing. References and tape with your letter. Box 893W, B•T.

Music and news announcer on his way up by Detroit area radio station with plans to match your ambitions. Send audition and details to Box 916W, B•T.

Announcer. Best working conditions, long contract. Free hospitalization, insurance, retirement benefits; month paid vacation, regular raises. Outstanding opportunity for DJ. Job assures draft exemption. Box 918W, B•T.

Help Wanted—(Cont'd)

Announcer with first phone for metropolitan midwest 1000 watt music-news-sports station. Starting salary $350.00 for 44-hour week. Good voice—ad-lib ability. Send letter and tape to Box 919W, B•T.

Announcer with ability to handle both morning man spot and hillbilly program. Base salary $64.00 for 40 hour week. Send audition, photo and details. Southern city over 100,000. Box 920W, B•T.

Desire newscaster, plus regular announcing. Give full resume of experience. KFRO. Longview, Texas.

Experienced announcer for Mutual affiliate. Permanent, well paying position open for person seeking job with good working conditions and nice town. KVOP, Plainview, Texas.

Announcer-engineer at KWCO, Chickasha, Oklahoma.

Progressive independent has opening for staff announcer. Contact William Fogg, KXJK, Forrest City, Arkansas.

Experienced announcer with first class ticket. 10,000 watt net affiliate. Car necessary. WBSC, Bennettsville, S. C.

Southeastern network affiliate seeks experienced staff announcer. Not a sportscaster. Salary above average, employee benefits, progressive city, no serious housing problem. Send full information, references, recent photo. Do not send audition material. Write Bill Gramer, Program Director, WGBA, Columbus, Georgia.

Staff announcer, immediate opening 1000 watt network station. Send disc or tape. WJPR, Greenville, Mississippi.

Experienced, stable announcer. Ability to sell on the air essential. Prefer married man with family. Leading station in southern Illinois. Send tape or disc to Manager, WMIX, Mount Vernon, Ill.

Immediate opening top grade announcers, salary open, references required from past employers. Send tape and photo first letter Manager, WMJM, Cordele, Georgia.

Need man with first ticket, announcing and news. WMUS, Box 666, Muskegon, Michigan.

Experienced announcer. Must be versatile. $70, up. Interview necessary. WVSC, Somerset, Pa.

Help Wanted—(Cont'd

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Chief engineer with medium station experience. Daytime station, major northern Ohio market. Please write including background, experience, references and salary requirement. Box 909W, B•T.

One kilowatt NBC affiliate in excellent midwest market has immediate opening for first class engineer. 40-hour week, good working conditions. Transportation necessary. Permanent. Box 933W, B•T.

Chief engineer-announcer. Base $500. Extras. Furnished apartment available. Sports area. Permanent position. Phone or air mail photo disc KPRK, Livingston, Montana. Act now.

Engineer-announcer, have all new modern AM station—daytime only. Send photo-disc for audition. Past experience, starting salary in first letter or phone Bill E. Peele, Radio Station WCRE, Cheraw, South Carolina. Telephone 7500

Radio engineer, first class license; experience studio control, transmitter operation, no announcing, 48 hour week, cost of living bonus. Rush references, background, photo to WSRS, Cleveland 18, Ohio.

Transmitter engineer urgently needed. No experience necessary. Favorable working conditions. Call or write WTUX, Gordon K. Mac Intosh, 5-8821, Wilmington, Delaware.

First phone engineer. $60 for 40 hours. Time and half overtime. Send photo, background, WWYO Pineville, West Virginia.

Production-Programming, Others

Experienced commercial continuity writer. 50 kw station. Send full facts. Box 846W, B•T.

Program director-sports director to take fu responsibility for program department. 1000 wat midwest station. Requirements: good experience excellent voice, hard worker with practical ideas first phone helpful. Minimum $425 to start. Sen letters to Box 888W, B•T.

Wanted. Experienced news director for AM-T operation in fine market. Excellent opportuni for right man. Box 889W, B•T.

Copywriter, best working conditions, good salar 1000 watt AM in eastern Kentucky. Send fu details Box 904W, B•T.

Woman's director. Good pay for a young ni appearing, woman's director who can sell to loca accounts, carry her own show and handle publ relations for Oregon station in Willamette Valle Box 906W, B•T.

Reporter under thirty to enter radio and tele vision news. Requirements: political and cou reporting background and good feature sty Apply Director, KWKH News, Radio Statio KWKH, Shreveport, Louisiana.

Program director—give complete personal deta and audition disc or tape in first reply. Prefe small station experience. WASA, Havre de Grac Maryland.

Secretary for WITH AM-TV in Baltimore. Th is an excellent opportunity for a highly exper enced woman between 30 and 40. Top salar Write for appointment to Tom Tinsley, Preside WITH, 7 East Lexington Street, Baltimore, Mar land.

Television

Technical

Technicians for AM and new TV station. Gi background and salary requirement in first lette Contact R. Tryon, Chief Engineer, KCSJ, Puebl Colorado.

WPAG-TV has openings for two men, permane first phone required. WPAG, Ann Arbor, Mich igan.

Situations Wanted

Salesmen

Family man—10 years radio experience—a nouncing, engineering, sales. 1st class licen Desire sales manager or manager position wi progressive station. Box 898W, B•T.

Salesman-newscaster, fair copywriter see northwest location with television future. B 921W, B•T.

Experienced time salesman seeking position commercial manager or account executive middle Atlantic area. Driving north about Ju 20th and will arrange itinerary to allow for pe sonal interview. Airmail Artdell, P. O. Box Keystone Heights, Florida.

POSITIONS NEW TV STATION

EXPERIENCED TV PROGRAM DIRECTOR
EXPERIENCED TV SALESMAN

We require thorough television experience in small or medium size market. Please give complete television station experience, business and character references along with photo and salary requirements in first letter. Permanent Position to right party in new station to serve the Texarkana-Shreveport market. Network, live and film programs. Channel Six VHF.

Frank O. Myers, *General Manager*
KCMC-TV, Texarkana, Tex.-Ark.

Situations Wanted—(Cont'd)

Sales lagging? Salesman-announcer with proven sales record. Now averaging $7000 yearly—desires cooperation and chance to make it $10,000 or more. Steady, reliable family man. Prefer small community in Kentucky or Tennessee. Freeman Cherry, WKAY, Glasgow, Kentucky.

Announcers

Good, deep voice. Radio announcing school and 20 months experience. Desire announcing position near Minneapolis. Box 748W, B•T.

Newsman. Excellent air presentation plus editorial skills. Interested major markets. Box 875W, B•T.

Caution! Opportunity approaching in form of announcer with 1st class license, 3½ years of independent and net experience. Production-wise, dependable, versatile, excellent references. Desire good pay, advancement. Northeast preferred. Box 876W, B•T.

Versatile announcer, know control board, TV programming, can write copy. Box 877W, B•T.

Outstanding sportscasting team—can cover all sports authoritatively. Personalities. Also experienced staff announcers. Box 878W, B•T.

One year experience announcing. Did Canal Zone League baseball play-by-play—stage experience. Young, hardworker, dependable. Wants start. Single, veteran. Will travel for east coast interview. Box 879W, B•T.

Announcer, free to travel. Prefer small southern town. Resume, references, tape. Box 887W, B•T.

Announcer, married, veteran, experienced DJ, news, sports, currently employed. 5 kw, steady, reliable, sober. Box 896W, B•T.

Announcer—five years experience. Prefer south, will consider others. Box 900W, B•T.

Newscaster, disc jockey, sportcaster, control board operator. Trained in all phases. Strong on sports, family man and sober. Tape and resume on request. Box 901W, B•T.

Personal, personable, personality disc jockey. 5½ years. TV desirable but not necessary. Box 905W, B•T.

Announcer presently employed seeking better opportunity. Over 30 thousand preferred. Box 915W, B•T.

Announcer, versatile, capable staff man, sportscasting specialty, control board operator. Box 923W, B•T.

Experienced announcer, newscasting, disc jockey, staff. Presently employed. Available immediately. Box 926W, B•T.

Graduate midwestern broadcasting school. Have done DJ shows, market reports, interview shows. Strong work on commercials, etc. All-round staff duties. Available at once. Box 928W, B•T.

Announcer: versatile staff man, smooth, easy deejay delivery, strong on commercials. Competent newscaster. Disc, photo. Box 929W, B•T.

Announcer. Solid experience at kilowatt independent. News, personality, show, board. College graduate, wide musical background, sober, congenial. Tape, resume, best references. Box 932W, B•T.

Knowledge control board, light experience, trained in all phases, news, DJ, sports. Ambitious, reliable, free to travel, veteran, 26, photo, tape, Gene Baril, 37 Balmforth Avenue, Danbury, Conn.

Announcer, young, married, draft exempt, slight southern accent. Experience in news, DJ, commercial recordings. Have third ticket. Will travel. Available immediately. Disc and photo upon request. Call or wire collect. OLympic 9667, Bob Baxter, 831 N. Lucile, Los Angeles.

Announcer with good voice, combo man, DJ, news, commercials, all staff work, available immediately, audition tape and photo on request. Alan Duke, 323 East 52nd, Brooklyn 3, N. Y. Tel. EVergreen 5-9255.

Launch career. Young, draft exempt vet. Strong news and commercials. Prefer east central states. Contact Ken Fried (DIgby 6-1003) 73 Hegeman Avenue, Brooklyn 12, N. Y.

College, some experience, veteran, 24, knowledge control board, trained in all phases, sports, news, DJ. Free to travel, reliable, ambitious, tape, photo, James Gibson, 552 North Street, White Plains, New York.

Experienced announcer desires position on staff of midwest radio station. John Hagan, 210 N. Kolin Ave., Chicago. Austin 7-5924.

Combo-man—announcer-DJ with 2 years experience and 2nd class ticket desires position at small station. Preferably in the south. Contact Jim Howell, 1112 Forrest Avenue, Memphis, Tenn.

Situations Wanted—(Cont'd)

Experienced staff announcer, good resonant voice, versatile, married, conscientious, good references. Will travel. Carl Servel, 3 Ottawa Avenue, Hasbrouck Heights, N. J.

Experienced announcer, member Alcoholics Anonymous, I'll furnish audition tape, picture, resume, etc. only to stations supplying me with number announcers turnover in past two years, and reasons. Also picture of board equipment, and studio; congeniality of staff, a general resume of business activity. I'm not a wise guy, only want something permanent! Please, no more hysterical panic deals! Also advise if manager has ever been in radio or TV before. Address replies to Paul M. Ward, 408 West Aspen, Flagstaff, Arizona. Phone 638—collect.

Technical

Engineer—experienced, console, transmitter, recordings. 1st class license. Box 882W, B•T.

Chief engineer or supervisor. East preferred. RCA graduate. First phone. 12 years experience all phases AM. Married, 35, good record and references. Box 885W, B•T.

First phone, radio-TV school grad. AM or TV in New York area. Please state hours and pay. Box 892W, B•T.

Engineer. Desires TV or AM transmitter and/or studio position. 15 years experience AM-FM. Installation, maintenance and operation. Extensive knowledge and practical experience all facilities, circuits. Will accept summer relief. Box 897W, B•T.

First phone, some broadcast experience. No announcing. Single. Box 911W, B•T.

Engineer—15 years experience all phases, including directional arrays. AM-FM construction, operation, maintenance, positions held included assistant chief. Position desired midwest (prefer Wisconsin, Minnesota) station offering opportunity and future. Arden Ebert, 77 Adams Street, Berea, Ohio.

Production-Programming, Others

Eleven years experience all types programs, 5 years Columbia news correspondent large industrial city. Singer, classical-popular, club MC, dialectician-novelty DJ, write copy. Veteran. Box 895W, B•T.

What will you pay for an experienced radio-television continuity writer? Known for speedy, original copy. Will go anywhere. Box 899W, B•T.

Office manager-secretary limited experience traffic, promotion. Efficient, trustworthy, attractive. Can go anywhere. Box 912W, B•T.

Guarantee highest possible results from programming; originality, not imitation. Also write and announce. Box 917W, B•T.

Excellent news and sports director desires program directorship in southwest. Seven years radio. Top local programming, economy operation. Box 922W, B•T.

Experienced woman—full knowledge of selling, programming, traffic, secretarial duties, air work, promotion, publicity, news. Have own car. Desire permanent work. Box 924W, B•T.

Twelve years at present station major market network and independent. Desire opportunity and challenge. Unexcelled references. Box 925W, B•T.

Situations Wanted—(Cont'd)

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B•T.

B.S., M.A., 25, wire service, publicity. Experience metropolitan New York, New Jersey areas. Box 927W, B•T.

Commercial or local sales manager. Experienced all phases TV-AM operations. Excellent record. Presently employed similar capacity. Box 931W, B•T.

Technical

TV potential? Radio man anxious to make future in TV. Eight years experience in all phases of radio. First class license. TV schooling in audio, shading, mike placement, camera. Good background. Presently employed. Box 913W, B•T.

First phone, technical school graduate of two years (radio communication and television) seeks position with new TV outlet. Presently employed as television repairman (same firm 5 years). Good reference. Married, negro, Fred de Clouet, 3740 Fourth Avenue, South, Minneapolis, Minn.

First phone—AB, MA Degrees in Theater Arts, 27, desires position in TV production and engineering with advancement opportunities. Limited experience. Excellent references. WWR, 1123A Second Street, Santa Monica, California.

Production-Programming, Others

Selling is my specialty! I'm young enough to hold audience of young homemakers; old enough to command confidence of experienced housewives. My programs are directed toward women, but children love me and help me sell their mammas. Extensive radio experience; over 500 hours doing own television shows. Creative ability enhanced by education and travel. Have written for magazines and newspapers. Enviable reputation as speaker. Ad-lib with ease. Widow, located middlewest. Can move anywhere. Box 890W, B•T.

For Sale

Stations

Ask for our free list of excellent buys in stations west of the Mississippi. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

Equipment, etc.

10 kw RCA FM transmitter complete including tubes—also monitor, two crystals, transmission line and fittings. Box 781W, B•T.

Model 707 REL studio-transmitter link. Frequency 940-960 mc. This equipment is clean and in excellent condition. Write for complete information. 914W, B•T.

Building TV? 28-20 foot sections Andrew No. 453 transmission line 6⅛" 51.5 ohms. New in storage—never used. Big saving possible. Make offer. Box 934W, B•T.

Five 290 foot guy towers, new, at a real discount. Buy one or all. Towers stored in Fort Worth, Texas. Write KGBS, Harlingen, Texas.

(Continued on next page)

SALES ENGINEERS

RADIO AND TV BROADCASTING EQUIPMENT

Prominent national manufacturer of TV, radio broadcasting, and communications equipment is expanding its sales force, and has openings for Sales Engineers in the following territories:

Northwest ***(Seattle or Portland)***
Northcentral ***(Minneapolis)***
California ***(Los Angeles)***

These are permanent positions involving travel for qualified men who are anxious to advance with progressive midwest company. Desire to sell and knowledge of broadcasting equipment essential. These are salaried positions with increased remuneration for more sales. Send full details first letter with photo, if possible, and territory preference. Write Box 902W, B•T.

XUM

For Sale—(Cont'd)

5 kw AM transmitter RCA type BTA-5F and seven 229 ft. self-supp. Blaw-Knox towers, insulated, marked for erection. Write John M. Sherman, WCCO-TV, Minneapolis, Minn.

10 kw WE 506B-2 FM transmitter, Bivins-Caldwell FM monitor, Blaw-Knox heavy duty 55-ft. roof tower, RCA 4-section pylon antenna, 300 feet 3⅛ in. Andrew coax line. Original cost $35,360. All in good condition, lot $8,000 FOB, Columbia, S. C. Station WIS.

FM 250 watt Collins transmitter with GE modulation monitor. Low hours. Perfect condition. Sacrifice. WLYN, Lynn, Massachusetts.

165 ft. Wincharger tower, type 101. Base insulated, galvanized and in good condition. Insulators and A-2 lighting included. Make offer—WMRN, Marion, Ohio.

Wanted to Buy

Stations

Will buy radio station. Price must be fair. Preferably in the east. Box 908W, B•T.

Equipment, etc.

A good late model one kilowatt AM transmitter in good condition. Box 839W, B•T.

Wanted: Chain of supermarkets wants good program that will get customers in the stores. Our station reaches eleven of the stores in eight towns. Program must be good, different. Send replies to Box 867W, B•T.

Two RCA Model 70-D turntables with bases, with or without microgroove attachments. Box 891W, B•T.

Immediately. Iconoscope film chain complete with projectors or any part thereof. Box 935W, B•T.

Used equipment, 10 kw transmitter including tower, master control and turntables. Will pay cash. Write P.O. Box 43, Guatemala City, Central America.

Want FM transmitter to radiate 750-1000 watts at 88.1 Need antenna and monitors. City Schools, New Albany, Indiana.

Field intensity meter RCA type 301-B in good condition. W. J. Holey, 1146 Briarcliff Pl., N. E., Atlanta, Georgia.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, Calif.

Help Wanted

Salesmen

HELP WANTED SALESMEN

We are now accepting applications from time salesmen. Please include complete personal and job history, present income, complete information on past and present sales record, photo. Write Box 747W, B•T.

GERITY BROADCASTING CO.
WABJ, Adrian, Mich.
WGRO, Bay City (VHF application)
Pontiac (1460 granted)

Television

Managerial

TV-OWNERSHIP-MANAGEMENT opportunity! Pacific Northwest new market will make an excellent deal for the manager who feels he can cut costs to the bone, build a new TV outlet in an area that will not have big city competition. The deal is management plus a percentage of stock with a manager of sales and administrative ability who feels he can bet $10,000.00 on his ability to deliver a good property to himself and other stockholders. Send complete resume, photo, and be prepared to come for a personal interview, Box 907W, B•T.

Help Wanted—(Cont'd)

Salesmen

WANTED EXPERIENCED TV FILM REGIONAL REPRESENTATIVE OR SALESMAN

to handle well-established 15 minute show. Excellent opportunity. Box 903W, B•T.

Production-Programming, etc.

★★★★★★★★★★★★★★★★

TOP-FLIGHT TELEVISION DIRECTOR

Excellent opening with large, independent Midwest TV operation. Must be highly experienced television director with proven ability. Must be able to assume responsibility. Modern efficient working conditions are waiting for the right man. Send complete background detail to Box 930W, B•T.

★★★★★★★★★★★★★★★★

Situations Wanted

Managerial

MANAGER *AVAILABLE*

General managership wanted. 17 years experience, all phases. Presently sales manager one of N.E.'s top indies. Ready for top spot east coast indie or network station that wants a manager who sells! Experienced in sound economical management. Competition or TV no threat to know-how and ingenuity. 36, married, two children, sober, community-minded. Salary and percentage—$10,000 minimum. Box 880W, B•T.

For Sale

Equipment, etc.

EQUIPMENT FOR SALE

Two Radiotone professional type disc recorders. No. 1 unit has built-in amplifier with adjustable equalization, built-in radio tuner, cuts inside-out or outside-in, adjustable lines per inch, cuts at 33-1/3 or 78 RPM. Takes up to 16 inch discs. No. 2 unit exactly same cutting mechanism, without amplifier or radio tuner; audio obtained from No. 1 unit, making it possible to cut continuously. Further specifications upon request. Recorder units used but in excellent condition. Will sell as a package for $500 F.O.B. Mansfield, Ohio. Address inquiries to:
Radio Station WMAN, Mansfield, Ohio.

Employment Service

TV CHIEF ENGINEER

Are you looking for an experienced, dependable man who knows the meaning of responsibility, is management-minded and understands the importance of costs? If so, we have several to refer at this time.

HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

DO YOU WANT A BETTER JOB IN RADIO OR TV?

Then list with us. We have numerous positions open in all parts of the nation. List today by writing SOUTHERN RADIO PRODUCTIONS, Personnel Division, 617 Peters Bldg., Atlanta, Georgia.

Wanted to Buy

Stations

Principals will pay cash for control or full-ownership of profitable AM station, preferably in New York state or New England.

•

Must have unlimited license, be strong independent or major network affiliate in market of 75-100,000. Present staff will be retained.

•

All replies held strictly confidential. Reply to

•

BOX 886W, B•T.

Miscellaneous

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co Ax Cable
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450-460 Band

FCC has made final its proposal to reallocate frequencies in the 450-460 mc band, providing greater flexibility in their use by broadcast remote pickup stations, among other services. The number of available frequencies remains unchanged.

The order becomes effective July 1, and licensees affected who were authorized in this band before Oct. 10, 1952, must conform their operation within a year. Those authorized subsequent to Oct. 10 must change frequency before Oct. 1, 1953.

in proceeding involving protest of Music against uhf Ch. 35 grant to Versluis Radio & TV Inc. FCC amended hearing order to include following issues: To determine whether the use of Ch. 35 as proposed by the applicant meets the needs and interests of communities and areas which might be served by a fair and efficient use of Ch. 35 as contemplated by the Commission's television assignment table; to determine whether the proposed TV station is to be located in fact at Muskegon; to determine whether the applicant intends to provide a program service primarily directed for the Muskegon area or whether the program service proposed is primarily directed for the Grand Rapids area. Burden of proof rests with protestant. Order June 4.

Elyria-Lorain, Ohio—Elyria-Lorain Bcstg. Co. (WEOL). By memorandum opinion and order FCC denied petition for conditional grant of application for new TV station on uhf Ch. 31, which on May 27 was designated for comparative hearing with Lorain Journal Co. Order June 5.

Portland, Ore.—Cascade TV Co. denied petition of April 27 seeking review of hearing examiner's order of April 23 which denied amendment to application for new TV station on vhf Ch. 8, in comparative hearing with Westinghouse Radio Stations Inc. (KEX), Portland TV Inc. and North Pacific TV Inc. Order June 3.

Lancaster, Pa.—Peoples Bcstg. Co. (WLAN) denied petition seeking review of hearing examiner's ruling which denied request for continuance of comparative hearing with WGAL-TV for vhf Ch. 8. Order June 3.

San Juan, P.R.—American Colonial Bcstg. Corp. (WKVM) denied petition seeking review of examiner's decision of May 6 which denied request to amend application for new TV station on vhf Ch. 4 to show new antenna site. Order June 4.

Chattanooga, Tenn. — Tri-State Telecasting Corp. FCC dismissed petition of March 3 requesting conditional grant of its application for new TV station on vhf Ch. 12, which on April 22 was set for comparative hearing. Order June 3.

Spokane, Wash.—TV Spokane Inc. granted petition to delete issue respecting its financial qualifications from comparative hearing with Louis Wasmer (KREM) for new TV station on vhf Ch. 2. Order June 4.

Routine Roundup . . .

June 3 Decisions

BY COMMISSION EN BANC

Advised of Hearing

Straits Bcstg. Co.; Midwestern Bcstg. Co., both Cheboygan, Mich.—Are being advised that applications (BP-8753 and BP-8795) for new AM stations on 1240 kc, 250 w unl., are mutually exclusive and indicate necessity of consolidated hearing.

WPMP Pascagoula, Miss., Crest Bcstg. Co.—Is being advised that application (BP-8751) to change facilities from 1580 kc, 250 w-D to 1540 kc, 1 kw-D involves questions which indicate necessity of hearing.

License Renewals

WIAC Santurce, San Juan, P. R., Radio Station WIBS Inc.—Granted renewal of license on regular basis (BR-1860).

ACTIONS ON MOTIONS

By Hearing Examiner William G. Butts

Ordered prehearing conference in proceeding re applications of American Telephone Answering Service, et al, Long Beach, Calif. (Docket 10401), New York Technical Institute of Cincinnati Inc., Mt. Wilson, Calif. (Docket 10402) and Radio Paging Co., Mt. Wilson, Calif. (Docket 10430) on June 5; on Commission's own motion, scheduled hearing June 15 in Washington, D. C.

American Telephone Answering Service, Long Beach, Calif.—Granted petition to amend application for CP for one-way signaling station in Domestic Public Land Mobile Radio Service (Docket 10401) to make certain changes in technical equipment as set forth in amendment.

By Hearing Examiner H. Gifford Irion

WTAG Inc.; Wilson Enterprises Inc., both Worcester, Mass.—Granted petition of WTAG Inc. to amend TV application (Docket 10456, BPCT-1060) to show certain changes in program schedules, stockholders, officers, financial data and station personnel; granted petition of Wilson Enterprises Inc. to amend TV application (Docket 10497, BPCT-1241), to show certain changes in program schedules and modifications of engineering proposal.

By Hearing Examiner Herbert Sharfman

Mountcastle Bcstg. Co.; WKGN Inc., Knoxville, Tenn.—Ordered preliminary conference at 10 a.m. June 5, in office of examiner in Washington and pursuant to Commission's order of May 13, the record in this proceeding will be opened at 9 a.m. on June 15. The meeting on that day will consist of a conference to discuss matters mentioned and to take such action as is prescribed in Sec. 1.841 of rules. No testimony will be received on June 15 (Dockets 10510, 10511).

Evansville Television Inc., Evansville, Ind.—Granted petition to amend application (Docket 10462; BPCT-934) for TV stations to make certain corrections.

Ordered preliminary conference at 2 p.m. June 5 at Washington, D. C., re applications of Scripps-Howard Radio Inc., Radio Station WBIR Inc. and Tenn. Television Inc., applicants for Ch. 10 in Knoxville (Docket 10512 et al). Pursuant to Commission's order of May 13 record in this proceeding will be opened at 9 a.m. on June 15. Meeting on that day will consist of conference to discuss matters mentioned and to take such action as prescribed in Sec. 1.841 of rules. No testimony will be received on June 15.

WKGN Inc., Knoxville, Tenn.—Granted petition to amend TV application (Docket 10511; BPCT-996) to show change in programming, financial data, etc., and proposed trans. site and studio location.

By Hearing Examiner Thomas H. Donahue

John Poole Bcstg. Co.; Jack O. Gross, both Sacramento, Calif.—Ordered hearing to be held at 2 p.m. in Washington on June 2 re applications for new TV stations (Docket 10342, 43).

By Hearing Examiner Fanney N. Litvin

Premier Television Inc., Evansville, Ind.—Ordered further hearing conference in this proceeding (Docket 10466; BPCT-1014) advanced from June 22 to June 5 at 9 a.m. in Washington, D. C.

Ordered pre-hearing conference at 10 a.m. June 4 in Washington, D. C., to consider preparation for opening hearing conference scheduled June 19 re applications of Southland Television Co., et al for TV stations in Shreveport, La. (Docket 10522).

By Hearing Examiner H. B. Hutchison

Ordered further hearing to be held on July 1 at 9 a.m. in Washington re application of Texas Star Bcstg. Co., Dallas, Tex. (Docket 8258) and KTRH Bcstg Co., Houston, Tex. (Docket 8753).

By Hearing Examiner J. D. Bond

Peoples Bcstg. Co., Lancaster, Pa.—By memorandum opinion and order denied petition for continuance of hearing filed May 22 and supplemental petition filed May 27, re application for TV Ch. 8 (Docket 10365) and application of WGAL-TV Lancaster (Docket 10366) to change site, etc. Also denied request of chief of broadcast bureau for order requiring that depositions on behalf of Peoples not be taken. Exceptions to these rulings is noted. Granted petition to Peoples to amend application (Docket 10365) re submission of technical data.

June 3 Applications

ACCEPTED FOR FILING

License for CP

WHTB-FM Talladega, Ala., Voice of Talladega—License for CP (BPH-1819) which authorized new FM (BLH-896).

KTNT (FM) Tacoma, Wash., Tribune Pub. Co.—License for CP (BPH-1761) which authorized changes in licensed station (BLH-895).

Remote Control Operation

WGST-FM Atlanta, Ga., Board of Regents, U. System of Georgia, For and Behalf of Georgia Institute of Technology—301-A, application to operate by remote control (BRCH-28).

WFIN-FM Findlay, Ohio, Findlay Pub. Co.—301-A, application to operate by remote control (BLH-27).

Renewal of License

Following stations request renewal of license: **KOEN (FM) Oceanside, Calif.**, Oceanside-Carlsbad Union School District (BRED-51); **WWHI (FM) Muncie, Ind.**, Wilson Jr. High School, School City of Muncie (BRED-57); **WIUC (FM) Urbana, Ill.**, U. of Illinois (BRED-5); **WNYE (FM) Brooklyn, N. Y.**, Board of Education, City of New York (BRED-2); **WSPE Springville, N. Y.**, Board of Education of Central School District No. 1 of towns of Concord, Sardine & Collins in Erie County and Ashford, Yorkshire & East Otto in Cattaraugus (BRED-89).

June 4 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner H. B. Hutchison

Mid-Continent Television Inc.; KAKE Bcstg. Co., Wichita, Kan.—Granted joint petition requesting examiner to revise directive to applicants in connection with filing of proposed findings as follows: (a) That on June 15 each of applicants be permitted to file proposed findings only in connection with its own application, the findings on said date not to include either (1) findihgs concerning the opposing applicant or (2) any conclusions of law; (b) that Broadcast Bureau be directed to file on June 15 proposed findings of fact and conclusions of law relating only to matters concerning which Examiner directed that findings be filed namely engineering matters involved in said proceeding; and (c) that on July 6 each of applicants in said proceeding be permitted to file "Reply and Supplemental Findings" and "Conclusions of Law" but that for good cause shown date on which final pleadings shall be filed may be extended from July 6 for additional reasonble period.

By Hearing Examiner Herbert Sharfman

Notice of conference is given in proceeding re applications of South Central Bcstg. Corp. (Docket 10461, BPCT-707), Evansville Television Inc. (Docket 10462, BPCT-934), On The Air Inc. (Docket 10463, BPCT-991) and WFBM Inc. (Docket 10464, BPCT-1131), for CP's for new TV sta-

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tions on Ch. 7 in Evansville, Ind., at 10 a.m., June 8, 1953, in Washington, D. C.

By Hearing Examiner Elizabeth C. Smith

Mount Hood Radio & Television Bcstg. Corp., Portland, Ore.—Granted petition to amend application for CP for new TV station on Ch. 6 (Docket 10316, BPCT-1029) to include current data relating to its financial qualifications, the business and broadcast interests of its officers, directors and stockholders, and to include the agreement of option entered into with Pioneer Bcstrs. Inc. and its stockholders.

By Hearing Examiner J. D. Bond

Ordered that matter of applications of Southern Television Inc. (Docket 10471, BPCT-931), Tri-State Telecasting Corp. (Docket 10472, BPCT-983), and WDEF Bcstg. Co. (Docket 10473, BPCT-989), for CP's for new TV stations on Ch. 12 in Chattanooga, Tenn., be continued for further conference until June 15, 1953.

By Hearing Examiner H. Gifford Irion

Notice of hearing is given in matter of Woodruff Inc., Portsmouth, Ohio (Docket 10440, BPCT-1430), applicant for CP for new TV station on Ch. 30, to commence at 10 a.m., June 4, 1953, Room 1706, Temporary T Bldg., Washington, D. C.

June 4 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license: **KCLF Clifton, Ariz.**, Saguaro Bcstg. Co. (BR-2441); **KCRE Crescent City, Calif.**, Del Norte Bcstg. Co. (BR-2592); **KUKI Ukiah, Calif.**, Bartley T. Sims (BR-2572); **WICH Norwich, Conn.**, Eastern Connecticut Bcstg. Co. (BR-1335); **WDUN Gainesville, Ga.**, Northeast Georgia Bcstg. Co. (BR-2251); **WNEX Macon, Ga.**, Macon Bcstg. Co. (BR-1215); **WCOH Newnan, Ga.**, Newnan Bcstg. Co. (BR-2084); **KSPT Sandpoint, Ida.**, Bauer Bcstg. Co. (BR-2321); **WGIL Galesburg, Ill.**, Galesburg Bcstg. Co. (BR-964); **WEOA Evansville, Ind.**, WFBM Inc. (BR-883); **WIEL Elizabethtown, Ky.**, Elizabethtown Bcstg. Co. (BR-2520); **WIDE Biddeford, Me.**, Biddeford Bcstg. Corp. (BR-2227); **WJLB Detroit, Mich.**, Booth Radio & Television Stations Inc. (BR-316); **WNAG Grenada, Miss.**, Birney Imes Jr. (BR-2225); **KNOR Norman, Okla.**, Cleveland County Bcstg. Co. (BR-2399); **WHUN Huntingdon, Pa.**, The Joseph F. Biddle Pub. Co. (BR-1487); **WHAL Shelbyville, Tenn.**, The Shelbyville Bcstg. Co. (BR-1373); **KALT Atlanta, Tex.**, Ark-La-Tex Bcstg. Co. (BR-2554); **KTRM Beaumont, Tex.**, KTRM Inc. (BR-1681); **KDET Center, Tex.**, Center Bcstg. Co. (BR-2234); **WTAW College Station, Tex.**, Agricultural and Mechanical College of Texas (BR-394); **KVMC Colorado City, Tex.**, Colorado City Bcstg. Co. (BR-2479); **KSIX Corpus Christi, Tex.**, Corpus Christi Bcstg. Corp. (BR-1649); **WFAA Dallas, Tex.**, A. H. Belo Corp. (BR-395); **KELP El Paso, Tex.**, Trinity Bcstg. Corp. (BR-1620); **KCNC Ft. Worth, Tex.**, Blue Bonnet Bcstg. Corp. (BP-1469); **KBRZ Freeport, Tex.**, Brazoport Bcstg. Co. (BR-2732); **KSWA Graham, Tex.**, Southwestair Inc. (BR-2147); **KPAN Hereford, Tex.**, Marshall Formby (BR-2072); **KINE Kingsville, Tex.**, Radio Station KINE Inc. (BR-2228); **KRIO McAllen, Tex.**, Frontier Bcstg. Co. (BR-1634); **KOSF Nacogdoches, Tex.**, Kelly Bell (BR-1509); **KSFA Nacogdoches, Tex.**, Nacogdoches Bcstg. Co. (BR-1695); **KVOP Plainview, Tex.**, KVOP Inc. (BR-1200); **KMAC San Antonio, Tex.**, The Walmac Co. (BR-411); **KONO San Antonio, Tex.**, Mission Bcstg. Co. (BR-414); **KWED Seguin, Tex.**, Weldon Lawson and Garfield Kiel (BR-2106); **KXOX Sweetwater, Tex.**, Radio & News Inc. (BR-1028); **KCMC Texarkana, Tex.**, KCMC Inc. (BR-793); **KTLW Texas City, Tex.**, Texas City Bcstg. Service (BR-2153); **KODI Cody, Wyo.**, Absaroka Bcstg. Co. (BR-1484).

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June 5 Applications

ACCEPTED FOR FILING

License Renewals

Following stations request renewal of license: **KCLA Pine Bluff, Ark.**, Radio Engineering Service (BR-1367); **WDWS Champaign, Ill.**, Champaign News-Gazette Inc. (BR-913); **KVFD Ft. Dodge, Iowa**, Northwest Bcstg. Co. (BR-1046); **KAOK Lake Charles, La.**, KAOK Inc. (BR-1614); **WHMP Northhampton, Mass.**, Pioneer Valley Bcstg. Co. (BR-2561); **KGFL Roswell, N. M.**, KGFL Inc. (BR-118); **WSLB Ogdensburg, N. Y.**, St. Lawrence Bcstg. Corp. (BR-1056); **KERB Kermit, Tex.**, Radio Station KERB Inc. (BR-2480); **KEVT Kerrville, Tex.**, Kerrville Bcstg. Co. (BR-2120); **KCYL Lampasas, Tex.**, Lampasas Bcstg. Corp. (BR-2057); **KLTI Longview, Tex.**, Le Tourneau Radio Corp. (BR-2164); **WLEY (FM) Elmwood Park, Ill.**, Elmwood Park Bcstg. Corp. (BRH-179); **KALW San Francisco, Calif.**, San Francisco Unified School District (BRED-4); **WTHS (FM) Miami, Fla.**, Lindsey Hopkins Vocational School, Dade County Board of Public Instruction (BRED-25); **WOUI (FM) Athens, Ohio**, Ohio U. (BRED-44).

Remote Control Operation

WSVS-FM Crewe, Va., Southern Virginia Bcstg. Corp.—301-A, application to operate by remote control (BRCH-29).

License for CP

WROV-FM Roanoke, Va., Radio Roanoke Inc.—License for CP (BPH-1729), as mod., which authorized changes in licensed station (BLH-897).

June 8 Applications

ACCEPTED FOR FILING

License for CP

KRGI Grand Island, Nev., Grand Island Bcstg. Co.—License for CP (BP-8169), as mod., which authorized new AM. Amended to change name of licensee to Grand Island Bcstg. Co. (BL- 4963 Amended).

Extension of Completion Date

KSGA Cottage Grove, Ore., Coast Fork Bcstg. Co.—Mod. CP (BP-8114), as mod., which authorized new AM, for extension of completion date (BMP-6221).

WFAX Falls Church, Va., Lamar A. Newcomb—Mod. CP (BP-8163), which authorized increase in power and change type trans., for extension of completion date (BMP-6225).

KTTS-TV Springfield, Mo., Independent Bcstg. Co.—Mod. CP (BPCT-1115), which authorized new TV, for extension of completion date to 10-8-53 (BMPCT-1158).

License Renewals

Following stations request renewal of license: **WBAT Marion, Ind.**, Marion Radio Corp. (BR-1733 Resubmitted); **KSID Sidney, Neb.**, Sidney Bcstg. Co. (BR-2718 Resubmitted); **WHLF South Boston, Va.**, Halifax Bcstg. Co. (BR-1855).

APPLICATIONS RETURNED

License Renewals

Returned following applications for renewal of license:

WBIP Booneville, Miss., Booneville Bcstg. Co. (BR-2513); **KVOZ Laredo, Tex.**, Uvalde Bcstrs. (BR-2707); **WCAW Charleston, W. Va.**, Capitol Bcstg. Corp. (BR-1544).

June 9 Decisions

BY BROADCAST BUREAU

Granted License

WOZK Ozark, Ala., Ozark Bcstg. Corp.—Granted license for new AM; 900 kc, 1 kw-D (BL-4990).

Modification of CP

WISP Kinston, N. C., Edwin J. Schuffman—Granted mod. CP to change type trans.; condition (BMP-6210).

WFMO Fairmont, N. C., Carolinas Bcstg. Co. Inc.—Granted mod. CP for approval of ant., trans. and studio location, and change type trans. (BMP-6197).

Following stations granted mod. CP's for extension of completion dates as shown:

WFPG-TV Atlantic City, N. J., to 12/21/53 (BMPCT-1131); WRUM Rumford, Me., to 8/23/53 (BMP-6213); WJET-FM Grand Rapids, Mich., to 12/27/53 (BMPH-4828); KSRT Los Angeles, to 12/8/53 (BMPH-4826).

WJWS South Hill, Va., Mecklenburg Bcstg. Corp.—Granted mod. CP for approval of ant., trans. and studio locations (BMP-6208).

Assignment of License

KSEL Lubbock, Tex., Lubbock Bcstg. Co.—Granted assignment of licenses to Walter G. Russell, Walter L. Hull and Mary Frances Hull, and M. M. Rochester, d/b as Lubbock Bcstg. Co. (BAL-1561; BALRE-145).

WETB Johnson City, Tenn., East Tenn. Bcstg. Co.—Granted assignment of license to Press Inc. (BAL-1562).

Acquisition of Control

WALE Fall River, Mass., Narragansett Bcstg. Co.—Granted voluntary acquisition of control of licensee corporation by George L. Sisson Jr., through retirement to the treasury of 174 shares of stock by George E. Hamilton, Nellie F. McCain, Robert E. L. Kennedy and William A. Porter; consideration $49,562 (BTC-1502).

WOWL Florence, Ala., Radio Muscle Shoals Inc.—Granted voluntary acquisition of negative control of licensee corporation by Richard B. Biddle through purchase of 50 shares of treasury stock for $5,000 (BTC-1500).

Granted License

WMRN-FM Marion, Ohio, The Marion Bcstg. Co. granted license for FM (Ch. 295) 106.9 mc; 25 kw, unl. (BLH-890).

Modification of CP

KTTS-TV Springfield, Mo., Independent Bcstg. Co.—Granted mod. CP for extension of completion date to Oct. 8, 1953 (BMPCT-1158).

Granted CP

WJBK-FM Detroit, Mich., Storer Bcstg. Co.—Granted CP to change type ant. and move trans. (BPH-1860).

WACL Waycross, Ga., Teletronics Inc.—Granted mod. CP to make changes in DA (BMP-6175).

KBLP Falfurrias, Tex., Ben L. Parker—Granted mod. CP for approval of ant., trans. and studio locations (BMP-6179).

WOI-FM Ames, Iowa, Iowa State College of Agr. and Mechanic Arts—Granted mod. CP for noncommercial educational FM, for extension of completion date to July 11, 1953 (BMPED-264).

KHQ-TV Spokane, Wash., KHQ Inc.—Granted mod. CP for extension of completion date to July 11, 1953; also change latitude of site coordinates (BMPCT-1142).

KSPR Casper, Wyo., Donald Lewis Hathaway—Granted CP to erect new ant. (mount TV ant. on top) and change trans. location (coordinates only); radiation will be reduced to existing value by addition of resistor in series with transmission line; condition (BP-8786).

Extension of Authority

American Bcstg.-Paramount Theatres Inc., New York City—Granted extension of authority to transmit programs to CFCF and CBL and Canadian Bcstg. Corp. for period June 2, 1953, to June 2, 1954.

KANE New Iberia, La., New Iberia Bcstg. Co.—Granted authority to operate trans. by remote control (BR-70).

June 9 Applications

ACCEPTED FOR FILING

Modification of CP

KRSC Seattle, Wash., Washington Telecasters Inc.—Mod. CP (BP-8515) which authorized increase in D power and installation of new trans., to change type trans. (BMP-6227).

Remote Control Operation

KLCN-FM Blytheville, Ark., Harold L. Sudbury—301-A, application for remote control operation.

License Renewals

Following stations request renewal of license: **WMLN (FM) Mt. Clemens, Mich.**, Macomb Pub.

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Voice of Longview

Co. (BRH-36); **KENO-FM Las Vegas, Nev.,** Nevada Bcstg. Co. (BRH-99); **WCLI-FM Corning, N. Y.,** Elmira-Corning Bcstg. Corp. (BRH-76); **WMCK-FM McKeesport, Pa.,** Mon-Yough Bcstg. Co. (BRH-135); **WEVC (FM) Evansville, Ind.,** Evansville College (BRED-74).

License for CP

WNAO-FM Raleigh, N. C., Sir Walter Television Co.—License for CP (BPH-1842), which authorized changes in licensed station (BLH-898).

WAKR-FM Akron, Ohio, Summit Radio Corp.—License for CP (BPH-1770), as mod., which authorized changes in licensed station (BLH-894).

June 10 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Chief, Broadcast Bureau—Granted motion filed June 5 to withdraw petition to enlarge issues re TV applications of WKRG-TV Inc., and The Mobile Tele. Corp., for Ch. 5 in Mobile, Ala. (Dockets 10457-58), and the petition was dismissed.

W. S. Butterfield Theatres Inc., Flint, Mich.—Granted petition for extension of time from June 8 to June 15 within which to file exceptions to initial decision re applications of Butterfield, WJR The Goodwill Station Inc. and Trebit Corp., for Ch. 12 in Flint (Dockets 10268-70).

By Hearing Examiner Benito Gaguine

WSAV Inc., Savannah, Ga.; WJIV-TV Savannah, Ga.—Granted petitions to amend applications for Ch. 3 in Savannah, to submit current programming and financial data, etc. (Dockets 10517-18).

B. Bryan Musselman, et al., Allentown, Pa.; Queen City Tele. Co. Inc., Allentown, Pa.—By request, ordered hearing re applications for TV Ch. 39 in Allentown, continued to 10 a.m. June 17, 1953. (Dockets 10493-94).

Penn-Allen Bcstg. Co., Allentown, Pa.; Allentown Tele. Corp., Allentown, Pa.—By request, ordered hearing re applications for Ch. 67 continued to June 17, 1953 (Dockets 9045, 10495).

Savannah Bcstg. Co., Savannah, Ga.—By request, ordered hearing re application for Ch. 11 advanced from June 15 to June 8 (Docket 10519).

By Hearing Examiner Hugh B. Hutchison

Howard R. Ward, Bowling Green, Ohio—Granted petition to amend application for AM station (Docket 9589; BP-7409) to specify two-element DA system, estimated costs of construction, etc., and for reopening record; and on request, ordered further hearing on application as amended to be held June 23 at 9 a.m.

Ordered a further hearing to be held on June 11, 1953, at 9 a.m., in re applications of The Radio Station KFH Co., Taylor Radio and Tele. Corp., and Wichita Television Corp. Inc., for Ch. 3 in Wichita, Kan. (Dockets 10259-61).

By Hearing Examiner Elizabeth C. Smith

Cascade Television Co., Portland, Ore.—Granted petition for continuance of further hearing re applications for Ch. 8 in Portland, from June 10 to June 22 at 9 a.m. in Washington; and ordered that any and all exhibits which any counsel proposes to offer as a part of direct case which have not already been exchanged shall be placed in the hands of counsel for competing applicants and counsel for the Broadcast Bureau of the Commission, not later than June 18, 1953.

BY COMMISSION EN BANC

Renewal of License

Granted renewal of licenses of following stations on regular basis:

KCKY Coolidge, Ariz.; KRSC Seattle, Wash.; KAHU Waipahu, Oahu, T. H.; WREB Holyoke, Mass.; WTCO Campbellsville, Ky.; WHCU-FM Ithaca, N. Y.; KFGQ Boone, Iowa; WHPS High Point, N. C.; KABC San Antonio, Tex.; KWDM Des Moines, Iowa; WBUZ Bradbury Heights, Md.

Advised of Hearing

KXXL Monterey, Calif., S. A. Cisler—Is being advised that application (BMP-6187) to change facilities from 630 kc, 500 w-D, to 630 kc, 1 kw-DA-2, U., indicates necessity of hearing.

Application Granted

Granted application of First Baptist Church, Pontiac, Mich., for extension of authority for period of one year from Aug. 13, 1953, to transmit religious programs to CKLW Windsor, Ont., Can., each Sunday from 8:30 to 9 a.m. and 11 to 11:30 a.m. EST.

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June 10 Applications

ACCEPTED FOR FILING

Modification of CP

KROW Oakland, Calif., KROW Inc.—Mod. CP (BP-83-59), as mod., which authorized change in trans. location and installation of new trans., for extension of completion date (BMP-6228).

KANI Kaneohe, Oahu, T. H., Windward Bcstg. Co. Ltd.—Mod. CP (BP-8043), as mod., which authorized new AM, for extension of completion date (BMP-6230).

WABJ Adrian, Mich., Gerity Bcstg. Co.—Mod. CP (BP-6251), as mod., which authorized change in frequency, hours of operation, trans. equipment and type trans., for extension of completion date (BMP-6229).

License Renewals

Following stations request renewal of license:

KLON Blytheville, Ark., Harold L. Sudbury (BRC-79); **KROY Sacramento, Calif.,** KROY Inc. (BRC-78); **KBOL Boulder, Colo.,** Boulder Radio KBOL Inc. (BRC-76); **WTNT Tallahassee, Tenn.,** Tallahassee Appliance Corp. (BRC-81); **KBTO Eldorado, Kan.,** O. A. Tedrick (BRC-80); **WKXL Concord, N. H.,** Capitol Bcstg. Co. (BRC-77); **WNBZ Saranac Lake, N. Y.,** Upstate Bcstg. Corp. (BRC-73); **WEEB Southern Pines, N. C.,** Sandhill Community Bcstrs. Inc. (BRC-82); **KWKC Abilene, Tex.,** Citizens Bcstg. Co. (BRC-75); **WSVS Crewe, Va.,** Southern Virginia Bcstg. Corp. (BRC-74).

Upcoming Events

June 14-17: Advertising Federation of America, 49th Annual Convention, Hotel Statler, Cleveland.

June 15-18: RTMA Convention, Chicago.

June 15-19: AIEE, summer general meeting, Chalefont-Haddon Hall, Atlantic City.

June 17-18: Maryland Bcstrs. Assn. meets in Ocean City.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 18-19: North Carolina Assn. of Bcstrs., summer meeting, Nag's Head.

June 20-21: Catholic Broadcasters Assn. convention, Roosevelt Hotel, Hollywood.

June 21-25: Advertising Assn. of the West, Fairmont and Mark Hopkins Hotels, San Francisco.

June 21-25: Special Libraries Assn., International convention, radio-TV on adv. div. agenda, Royal York Hotel, Toronto.

June 21-27: National Assn. of Educational Broadcasters, Educational TV Seminary, U. of Wisconsin, Madison.

June 22: NBC-Northwestern U. Radio-TV Institute, for six weeks, NBC Chicago studios.

June 22-Aug. 15: Radio-TV Institute, Stanford U., in cooperation with KPIX and KNBC, San Francisco.

June 25-27: Florida Assn. of Bcstrs, annual meeting, Empress Hotel, Miami Beach.

June 29-July 11: TV Workshop, Pasadena, Playhouse.

July 1-2: Hearing on North American Regional Broadcast Agreement; Senate Foreign Relations subcommittee. U. S. Capitol. Open.

July 24-25: National sales meeting, Columbia Records Inc., Palmer House, Chicago.

Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

SPECIAL LISTING

(Program and sales conferences, co-sponsored by BAB and BMI.)

June 15-16: Texas, Fort Worth; WIRE Studios, Indianapolis.

June 16-17: Alvarado, Albuquerque, N. M.

June 17-18: Westward Ho, Phoenix, Ariz.; Seelbach, Louisville.

June 19-20: Beverly Wilshire, Los Angeles; Andrew Jackson, Nashville.

June 22-23: Clift, San Francisco; Marion, Little Rock, Arkansas.

June 24-25: Mulnomah, Portland, Ore.; Heidelberg, Jackson, Miss.

June 26-27: Olympic, Seattle; Empress, Miami Beach, Fla.

June 29-30: Boise, Idaho; Thomas Jefferson, Birmingham.

June 20-July 1: Utah, Salt Lake City; Ansley, Atlanta.

July 1-2: U. of Denver, Denver; Wade Hampton, Columbia, S. C.

July 6-7: Northern, Billings, Mont.

July 7-8: Selwyn, Charlotte, N. C.

July 8-9: KFYR Studios, Bismarck, N. D.

July 9-10: Roanoke, Va.; Ladisson, Minneapolis.

July 10-11: Daniel Boone, Charleston W. Va.

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editorials

Night & Day

A COUPLE of years ago it was widely believed that radio was dead—or at least half dead; *i.e.,* alive only daytimes.

It appears now that the morticians never really found the corpse. Indeed, radio not only eluded the undertakers but it turns up now to be livelier than ever. For evidence, we point to the John Blair study of nighttime ratings and the John Karol speech which are reported in detail in this issue.

Mr. Karol, CBS Radio vice president in charge of network sales, admirably described the total good health of radio. The Blair study proved that nighttime radio, that part which some mourners had assumed was gone, is still far too robust to hold still for graveside services.

More and more of this kind of evidence is turning up. What is significant is that advertisers are obviously reacting to it. As Mr. Karol pointed out, radio billings in 1952 were the highest in history and in 1953 predictably will be higher. Plainly, advertisers are aware that radio still represents an improvingly good buy.

We are happy to count ourselves among those who never, even in periods of popular gloom, could persuade ourselves that radio was in real trouble. The problems of two and three years ago were not fatal problems; they were problems of transition. In the face of television competition, radio was obliged to alter some of its concepts and functions. Events have shown that the alterations have been made in good order and that the radio structure of today is sound.

The wake now may be turned into a celebration.

And Why Not, FCC?

IT HAS been suggested that there is a simple way out of the FCC's strike application dilemma (except for those already to be dealt with).

Since April 14, 1952, when the freeze was lifted, all parties have been on notice to get their applications on file, if they are so minded. Those who are lying back may be doing so for strategic reasons. Or they may be doing so for strike or shake-down purposes.

The suggestion is that the FCC forthwith designate all mutually-exclusive applications for hearing without necessarily specifying the dates. Under the FCC's new procedure they then would be protected against the filing of competing applications of late-comers. A simple change in rules would do it. Due process would be observed.

Why not, FCC?

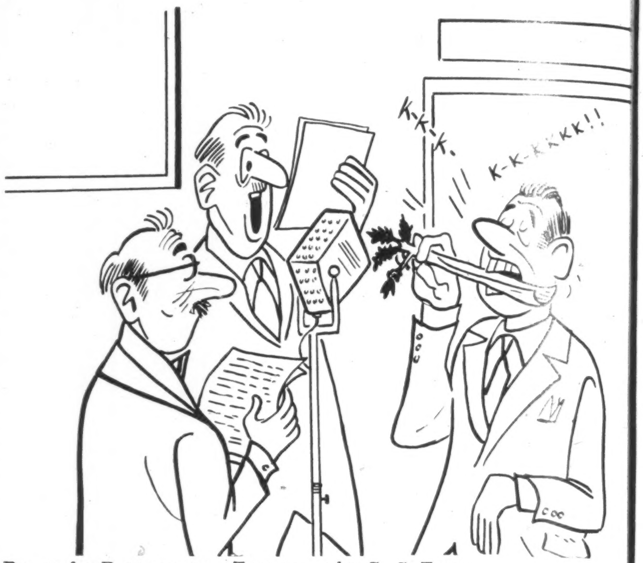
War Chests

UNION negotiations and union trouble are nothing new in broadcasting, but since the development of television they have become more complex and acute. No sooner does management make an uneasy peace with one bargaining group than another takes up the cudgels. Indeed in television the gloomy progression of negotiations is so intricate that it is often impossible for management to decide whether the union it is dealing with at the moment actually has jurisdiction.

A constant threat in this interminable round of labor-management conferences is the unheralded strike which can put a station off the air and, in some instances, keep it off the air for days and even weeks. As this was written, WDAF-AM-TV Kansas City were going into their fourth week of silence, and, of course, fourth week of total loss of service to the public and of operating revenue, as a consequence of a strike of AFTRA announcers. The stations' engineers have refused to cross the AFTRA picket lines. The issue is the vicious "pay within pay" device.

Unions, being in the negotiating business exclusively, have fixed revenue from their members that is in part laid aside as a war chest with which to support members when they go on strike. Too often a strike becomes automatic, or at least almost irresistable, when the war chest gets big enough to keep the members in coffee and cakes during a prolonged walkout.

As a general rule, management has no such financial reserve established to defend itself against labor trouble. Stations are in business to make money for their stockholders. Any money beyond a reasonable emergency backlog is usually paid out as dividends as soon as it accumulates. A surprise strike may easily catch a station with its bank account down, and if the strike is prolonged, the station may be forced to seek outside funds to keep it going while it fights for a reasonable settlement with the union.



Drawn for BROADCASTING • TELECASTING by G. C. Troop

"Stop, stop it, Malone! You're breaking my arm!"

In such a situation, of course, the union's tactical position is improved and the station's worsened. The lesson here would seem to be that nowadays it would be wise for stations to store up a reserve fund for use in strike emergencies.

Unhappily it may not be possible for a station to lay away as much of that kind of fund as a union can. Unions enjoy tax exemption. Stations are limited by severe tax restrictions in the amount of reserve they can carry on their books for any purpose.

It behooves stations to begin looking to their own books to provide for strike contingencies. In these times of growing unions and growing union strength it is the only prudent thing for management to do.

God Save the Queen

IN A thousand years of history, coronations of British kings and queens have been disturbed from time to time by such distractions as murder, war and fratricidal intrigue. It took the modern miracle of television, however, to invent an unprecedented violation of the dignity which desirably, should surround that solemn ceremony.

Neither American nor British television interests can claim innocence in the affair.

The hysterical coverage by two U.S. networks attached more significance to an airplane race than to events in Westminister Abbey, giving the American public a sort of hot rodder's interpretation of the ceremony.

The deportment of the American TV interests, however, was in no worse taste than that of the statement later issued by the British Broadcasting Corp. claiming that coronation films on American TV had been "marred . . . by the introduction of advertisements" and asserting the U. S. companies had broken a pledge to keep commercials out.

It is, of course, BBC policy to disparage commercial television whenever possible. BBC lives in the by no means neurotic fear that if commerical TV were admitted to England, BBC would be out. One must say, however, that the coronation was hardly a suitable occasion on which to advance the BBC's propaganda of self-preservation.

As for American coverage, now that the coronation is over it is hard to see why the networks were so steamed up. The event was certainly of interest, but was it of enough interest—in America—to justify the extravagance of special planes and crews? Our guess is that it would have been better to wait for finished film processing and editing and less expensive transportation.

The mere spending of money in large quantities should not, as seemed the case here, be an end in itself.

ROMA
NAPOLI

The Italian Influence

Late in May, the new Italian liner Roma arrived in New York on her maiden voyage, first modern vessel to make a major effort to attract American tourist traffic into the Mediterranean. The New York Times reported; "The ingenuity with which the Italian shipbuilders have completely rebuilt and redesigned the interior and exterior of the ship gives no indication that she started life as an American-built escort carrier, one of the baby flat-tops of World War II."

In every phase of American life, Italian creativeness makes its daily contribution... to our motor cars, our clothes and menus, to our motion pictures, our interior decoration and our industrial design. If it's smart, if it's new ... chances are it's Italian.

To more than two million Americans of Italian origin who live in the New York area, WOV is the link between the old world and the new. And it is upon this prosperous audience, the largest single segment in the world's largest market, that the Italian Influence makes its most penetrating impact.

WOV will show you the way to turn this Influence to the profit of the product you advertise.

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